



香港個人資料私隱專員公署
Office of the Privacy Commissioner
for Personal Data, Hong Kong



Survey of Public Attitudes on Personal Data Privacy Protection 2020

Report

28 January 2021



THE UNIVERSITY OF HONG KONG
SOCIAL SCIENCES RESEARCH CENTRE

Director: Professor J. Bacon-Shone (*PhD Birmingham*)

香港大學
社會科學研究中心

主任: 白景崇教授



Table of Contents

PREFACE	4
EXECUTIVE SUMMARY	5
METHODOLOGY.....	5
SUMMARY	5
RECOMMENDATIONS.....	8
CHAPTER 1 INTRODUCTION	10
1.1 BACKGROUND	10
1.2 RESEARCH OBJECTIVES	10
CHAPTER 2 RESEARCH METHODOLOGY	11
2.1 SCOPE OF STUDY	11
2.2 ORGANISATION OF THE REPORT	11
CHAPTER 3 HOUSEHOLD TELEPHONE SURVEY	12
3.1 SURVEY RESEARCH METHODOLOGY	12
3.1.1 STUDY DESIGN AND TARGET RESPONDENTS	12
3.1.2 OBTAINING ETHICAL APPROVAL	12
3.1.3 PILOT STUDY	12
3.1.4 DATA COLLECTION	12
3.1.5 QUALITY CONTROL	13
3.1.6 RESPONSE RATE.....	13
3.1.7 OVERALL SAMPLING ERROR.....	14
3.1.8 QUALITY CONTROL	15
3.1.9 DATA PROCESSING AND ANALYSIS.....	15
3.1.10 FINAL QUESTIONNAIRE.....	17
3.2 FINDINGS FROM THE HOUSEHOLD TELEPHONE SURVEY	18
3.2.1 DEMOGRAPHIC PROFILE OF RESPONDENTS.....	18
3.2.2 PRIVACY ATTITUDES ABOUT PROVIDING DIFFERENT TYPES OF PERSONAL DATA IN RETURN FOR ACCESS TO ADDITIONAL INFORMATION.....	21
3.2.3 MISUSE OF PERSONAL DATA	23
3.2.4 AWARENESS OF THE WORK OF THE PCPD	26
3.2.5 SUPPORT FOR POSSIBLE AMENDMENTS TO THE PDPO	28
3.2.6 TRUSTWORTHINESS IN HANDLING COMPLAINTS.....	30
3.2.7 PRIVACY ATTITUDES FOR ONLINE ACTIVITIES.....	32
CHAPTER 4 SUMMARY AND RECOMMENDATIONS.....	39
4.1 METHODOLOGY	39

4.2 SUMMARY OF THE HOUSEHOLD TELEPHONE SURVEY	39
4.3 RECOMMENDATIONS	42
4.4 LIMITATIONS OF THE HOUSEHOLD SURVEY	43
APPENDIX A: QUESTIONNAIRE FOR PUBLIC SURVEY	44

List of Figures

Figure 1 Gender of respondents	18
Figure 2 Age of respondents	19
Figure 3 Education level of respondents.....	19
Figure 4 Monthly personal income of respondents.....	20
Figure 5 Privacy attitudes about providing different types of personal data in return for access to additional information.....	22
Figure 6 Personal experience of misuse of personal data within the last 12 months...	24
Figure 7 Lodging a complaint of misuse of personal data in the last 12 months	25
Figure 8 Awareness of the work of the PCPD by channel	26
Figure 9 PCPD has increased community awareness of personal data privacy issues since doxxing in 2019	27
Figure 10 Support for the possible amendments to the PDPO about significant data breaches.....	28
Figure 11 Support for the possible amendments to the PDPO to cover doxxing	29
Figure 12 Comparison of trustworthiness when handling complaints.....	31
Figure 13 Willingness to pay HK\$20 per month for not using personal data for advertising at all.....	32
Figure 14 Frequency of using Facebook.....	33
Figure 15 Awareness of privacy settings in Facebook	33
Figure 16 Ever checked the privacy settings in Facebook.....	34
Figure 17 Ever changed the privacy settings in Facebook	34
Figure 18 Which sharing option do you usually choose for photos you put on Facebook to show who you are with or where you are.....	35
Figure 19 Which sharing option do you usually choose for posts you put on Facebook to show personal opinions.....	35
Figure 20 Use a smartphone at all.....	36
Figure 21 Installed WeChat/ Line/ Viber/ WhatsApp on a smartphone.....	36
Figure 22 Install WeChat/ Line/ Viber/ WhatsApp themselves	37
Figure 23 Awareness of WeChat/ Line/ Viber/ WhatsApp access all of contacts on the phone.....	38
Figure 24 Privacy problem of all contacts being accessed	38

Preface

Personal data privacy is of mounting importance nowadays as public expectation on the protection of privacy escalates in an age of rapid technological developments and extensive use of social media. As the authority entrusted to monitor and supervise the compliance with the provisions of the Personal Data (Privacy) Ordinance, Cap. 486 (“PDPO”) and promote awareness and understanding of the requirements of PDPO, it is incumbent on my Office (the “PCPD”) to gauge the awareness and views of the public and organisations on the protection of personal data privacy from time to time. To this end, the PCPD commissioned the Social Sciences Research Centre of The University of Hong Kong (“HKUSSRC”) to conduct a survey in the period between May and October 2020. The survey comprised two parts, one targeting individual members of the public (i.e. data subjects), and the other targeting organisations (i.e. data users).

The objectives of the survey were to understand, among others, (i) the public’s knowledge of and sensitivity towards the protection of personal data privacy; (ii) the difficulties of organisations in complying with the PDPO; (iii) the effectiveness and expectation of the work of the PCPD; and (iv) the level of support on possible directions of amendments to the PDPO.

I would like to express my gratitude to HKUSSRC and its Director, Professor John Bacon-Shone, for the successful conduct and completion of the survey in a highly professional manner. I would also like to offer my personal thanks to all respondents of the survey for their valuable contributions.

The results of the survey will certainly serve as a good reference for the PCPD in making informed decisions on regulatory strategies and the contents of our educational or promotional activities in future. I hope that all stakeholders will also find the survey results useful in enhancing their awareness, and the protection, of personal data privacy.

Ada CHUNG Lai-ling
Privacy Commissioner for Personal Data, Hong Kong

January 2021

Executive Summary

Methodology

1. A total of 1,204 interviews were successfully completed between 15 May and 2 June 2020 via a telephone survey of randomly selected households using a Computer Aided Telephone Interview (CATI) system.

Summary

Privacy attitudes about providing different types of personal data in return for access to additional information

2. Providing ID card number raised the greatest concern, with about 90% of respondents stating that they would certainly refuse to provide in return for access to additional information. Full residential address and full date of birth also had more than 50% of respondents reporting that they would certainly refuse, while nearly 50% would refuse to provide personal income, about 40% would refuse to provide email address and nearly 24% would refuse to provide occupation in this situation. Males and younger respondents were less likely to refuse to provide information in most situations.

Misuse of personal data

3. More than a third (36%) of respondents had experienced misuse of their personal data in the last 12 months, which is lower than that in 2014, when it was 46% overall. The most common source of the problem was transactions with banks (52%), followed by telecom companies (29%), money lenders (20%) and fitness/beauty centres (15%) which are the same top four sources as in 2014, except that money lenders and fitness/beauty centres have swapped places. Those aged under 60, with higher levels of education and with medium or high levels of personal income were more likely to report this experience.
4. 11% of those who experienced misuse had made a complaint (the same as in 2014), while of those who had not complained, the major reasons were: don't know where to lodge a complaint (35%), too troublesome (21%), or not important enough to spend time on (21%).

Awareness of the work of the Office of the Privacy Commissioner for Personal Data (“PCPD”)

5. The majority of respondents (64%) were aware of the PCPD through mass media, with smaller proportions being aware through advertisements other than mass media (21%), PCPD website/multimedia (15%), PCPD publications (14%) and the PCPD publicity programmes (6%), similar to the findings in 2014. Males, respondents with higher education or higher income were all more likely to be aware through mass media, while those aged under 50 or with tertiary education or higher income were more likely to be aware through the PCPD website or social media.
6. The majority of respondents (52%) agreed or strongly agreed that PCPD has increased community awareness of personal data privacy issues after doxxing incidents in 2019, with 48% disagreeing/strongly disagreeing.

Support for possible amendments to the Personal Data (Privacy) Ordinance (“PDPO”)

7. The majority of respondents supported the possible amendments to the PDPO as regards significant data breaches: 70% fully supported giving PCPD the power to require customers be notified of significant data breaches (over 90% rated it 6 or above); 65% fully supported requiring organisations to notify the PCPD of significant breaches (over 90% rated it 6 or above); 59% fully supported financial penalties in the PDPO for significant data breaches (over 87% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.
8. The majority of respondents supported the possible amendments to the PDPO as regards doxxing: 44% fully supported giving PCPD the power to require removal of doxxing contents from social media platforms and websites that are controlled by entities in Hong Kong (over 70% rated it 6 or above); 42% fully supported giving PCPD the power of criminal investigation of cases like this (over 70% rated it 6 or above); 39% fully supported giving PCPD the power of initiating prosecution of cases like this (over 66% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.

Trustworthiness in handling complaints

9. Independent Complaints Against Corruption (“ICAC”) and the Consumer Council are clearly the most trusted agencies with about 50% rating them as 8-10, while

PCPD, the Ombudsman, and the Equal Opportunities Commission (“EOC”) all had about 30% rating as 8-10; the Hong Kong Police Force (“HKPF”) had about 25% rating it as 8-10 and the Competition Commission had about 15%. From the opposite perspective, the Consumer Council had only about 10% rating it below 5, with ICAC, PCPD and EOC having about 20% rating it below 5, the Ombudsman about 25% rating it below 5, Competition Commission about 40% and the HKPF about 50%. The main demographic effect is that younger respondents had less trust in all institutions, especially the HKPF.

Privacy attitudes for online activities

10. Many respondents (47%) would certainly not be prepared to pay \$20 per month for internet services like Gmail with the promise of not using your personal data for advertising at all, while only 10% would be certainly willing, suggesting that most people are reluctant to pay for privacy protection. Older, less educated and lower income respondents were more likely to state that they would certainly not be prepared to pay. In the 2014 survey, people were asked a similar question and only 6% were certainly willing, but in the 2014 version they would receive no advertisements, whereas the 2020 version would only ensure no advertisements using personal data. Hence this result can be seen as an increase in willingness to pay for privacy protection from a small proportion of the public.
11. A strong majority (80%) of Facebook account users were aware of the privacy setting, of whom a strong majority (81%) had ever checked the settings, of whom nearly all (89%) had changed the settings. Younger, better educated and higher personal income respondents were much more likely to be aware of, to have checked and to have changed the privacy settings in Facebook.
12. When sharing photos on Facebook that show who they are with or where they are, the majority of respondents share with Facebook friends only (54%) or never share (34%), while very few share with all Facebook users (5% or less). In respect of sharing posts that show those Facebook users’ personal opinions, a similar pattern was found. Older respondents are more likely to never share photos and posts, while the young (aged 18-29) and old (aged 60 or above) are less likely to share with all Facebook users, indicating some success in making people aware of the privacy risks when using Facebook.
13. An overwhelming majority (93%) of respondents use a smartphone of whom nearly all (98%) have WhatsApp or a similar app installed, of whom 81% installed it

themselves, suggesting that a substantial proportion of respondents have had help installing these apps.

14. Most (80%) of respondents with WhatsApp or a similar app installed were aware that it accesses all of the contacts on their smartphone, while a significant proportion (34%) thought this was a serious invasion of privacy (rated this as 10 in terms of privacy problem). Females, older people and those with lower education were less likely to be aware that these apps access all their contacts, while younger respondents were much less likely to believe this was a serious privacy invasion.

Recommendations

Privacy attitudes about providing different types of personal data in return for access to additional information

15. The general public seems quite aware of the risks of providing personal data in return for access to additional information, especially as regards ID card number, full address and full date of birth, which are often used as verification in financial transactions.

Misuse of personal data

16. The rate of experiencing misuse has decreased since 2014, but the four major sources of problems remain the same, suggesting that more action is needed for banks, telecom companies, money lenders and fitness/beauty centres. The rate of complaint remains low and the proportion who state that they do not know where to lodge a complaint remains quite high (more than a third), suggesting that more public education is needed.

Awareness of the work of the PCPD

17. Awareness remains high, primarily through mass media, other advertising channels, website/multimedia and publications, suggesting that the current channel strategy is reaching the public. Although a small majority agreed that PCPD has increased community awareness of personal data privacy issues after doxxing incidents in 2019, a significant proportion still do not know where to lodge a complaint.

Support for possible amendments to the PDPO

18. A very large majority supported all the proposed changes in the PDPO as regards significant data breaches, suggesting that public support is already in place for these proposals. At least two thirds supported all the proposed changes in the PDPO as

regards doxxing, suggesting that most of the necessary public support is in place for these proposals, though there is some need to persuade younger members of the public.

Trustworthiness in handling complaints

19. Trust in PCPD remains high and comparable to similar agencies, with the only concern being reduced trust from younger members of the public, which is a broad problem for all public bodies.

Privacy attitudes for online activities

20. The public is not attracted to the idea of paying \$20 per month for internet services like Gmail in return for the promise of not using your personal data for advertising. On the positive side, most Facebook users are aware of and have ever checked and changed the privacy settings. In regard to sharing on Facebook, few respondents share photos or personal posts on Facebook outside their Facebook friends. While an overwhelming majority of respondents use a smartphone with WhatsApp or a similar app installed, nearly 20% did not install it themselves. A similar proportion were not aware that WhatsApp accesses all of the contacts on their smartphone, though around a third of respondents thought this was a serious invasion of privacy. This suggests that while the education about safe use of Facebook has been effective, there is still more to do as regards safe use of WhatsApp and similar apps.

Chapter 1 Introduction

1.1 Background

The Privacy Commissioner for Personal Data (“PCPD”) is an independent statutory body established to monitor, supervise and promote compliance with the Personal Data (Privacy) Ordinance (“PDPO”) which was enacted to protect the personal data privacy rights of individuals and to provide for the regulation of the collection, holding, processing, security and use of personal data. The PCPD commissioned the Social Sciences Research Centre of the University of Hong Kong (“HKUSSRC”) to conduct a survey of the attitudes of the general public (i.e. individuals) on personal data privacy protection on a scientific basis, so as to provide the PCPD with a useful reference to make informed decisions on strategies and educational/promotional activities in the future, and to provide the PCPD with information regarding public general awareness and perceptions on personal data privacy protection.

1.2 Research Objectives

The objectives of the Study were to understand or evaluate the following:

Public Survey:

- a) The general public’s knowledge of and sensitivity towards personal data privacy protection;
- b) Public opinions on the adequacy of the current data protection regime in Hong Kong and the possible amendments to the PDPO; and
- c) Public opinions on the effectiveness and trustworthiness of the PCPD.

Chapter 2 Research Methodology

2.1 Scope of Study

The scope of this study encompasses a household telephone survey of the Hong Kong adult population to cover the following issues:

- Privacy attitudes about providing personal data
- Misuse of personal data
- Awareness of the work of the PCPD
- Possible amendments of the PDPO
- Trustworthiness of PCPD in handling complaints
- Personalised advertising and free services
- Facebook and privacy
- Smartphones and privacy

2.2 Organisation of the Report

The report is divided into Chapter 1, which contains the background, Chapter 2, which contains the research methodology, Chapter 3, which covers the household telephone survey in detail, while Chapter 4 provides a summary of the findings.

Chapter 3 Household Telephone Survey

3.1 Survey Research Methodology

3.1.1 Study Design and Target Respondents

The target population of this survey is randomly selected Hong Kong adults aged 18 or above.

3.1.2 Obtaining Ethical Approval

Ethical approval was obtained from the Human Research Ethics Committee for Non-Clinical Faculties of The University of Hong Kong prior to the commencement of the Study.

3.1.3 Pilot Study

A pilot study comprising 30 successfully completed interviews was conducted between 6 and 7 May 2020. Four interviewers participated in the pilot survey in the form of telephone interviews using a Computer Aided Telephone Interview (CATI) system, calling from 4:30pm to 10:30pm. All interviewers studied the questionnaire instructions and completed a practice interview before making phone calls. The supervisor reviewed the interviews to see whether they were employing proper question-asking and probing techniques and conducting the interview in a professional manner. General problems were also noted and instructions were clarified for every interviewer. Based on the feedback and comments from participants and the PCPD, the questionnaires and the logistics were fine-tuned for the main Study. Data collected from these pilot interviews is not included in this survey.

3.1.4 Data Collection

A total of 1,204 interviews were successfully completed between 15 May and 2 June 2020 via a telephone survey of randomly selected households using the CATI system, calling between 4:00pm and 10:00pm. All interviewers studied the questionnaire instructions and successfully completed a practice interview before making phone calls. The supervisor reviewed the interviews to see whether the interviewers were employing

proper question-asking and probing techniques and conducting the interview in a professional manner. General problems were also noted and instructions were clarified for every interviewer.

3.1.5 Quality Control

The following quality control measures were incorporated into the Study:

- The data collected was subjected to range checking and logical checking. Unclear and illogical answers were re-coded as invalid.
- Questionnaires with more than half of the questions unanswered were regarded as incomplete questionnaires and excluded from analysis.
- Any missing answers were excluded from analysis.
- Quality checking procedures were applied to at least 10% of the data collected prior to analysis and use, to ensure that the data was valid.

3.1.6 Response Rate

A total of 22,365 telephone numbers were attempted. However, 4,160 were not available at that time, 119 refused and 79 answered only part of the questionnaire. Ultimately, a total of 1,204 respondents were successfully interviewed by using the CATI in the survey. The overall contact rate was 28.3%¹ and response rate was 85.9%². Table 1 shows the detailed breakdown of final telephone contact status.

¹ Contact rate = the number of answered telephone calls divided by the total number of calls attempted, sum of (Types 1 to 6)/ Total = (1204+79+119+777+1+4160)/22,365 = 28.3%.

² Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, partial cases and refusal cases, (Type 1) / (Type 1 + Type 2 + Type 3) = 1204/(1204+79+119)=85.9%.

Table 1 Final status of telephone phone numbers attempted

Type	Final status of contacts	Number of cases
1	Success	1,204
2	Partial	79
3	Refusal	119
4	Business number	777
5	Language problem	1
6	Not Available	4,160
7	No Answer	9,394
8	Fax	597
9	Invalid	6,034
	Total	22,365

3.1.7 Overall Sampling Error

The survey findings are subject to sampling error. For a sample size of 1,204, the maximum sampling error is + 2.8% at the 95% level of confidence (ignoring clustering effects). In other words, we have 95% confidence that the population proportion falls within the sample proportion plus or minus 2.8%, based on the assumption that non-respondents are similar to respondents.

Table 2 serves as a guide in understanding the range of sampling error for a sample size of 1,204 before proportion differences is statistically significant.

Table 2 95% Confidence Level Limits due to sampling error

Sample size (n=1,204)	Proportion response				
	10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Sampling error	± 1.7%	±2.2%	±2.6%	±2.7%	±2.8%

As the table indicates, the sampling error is at most 2.8% for a sample size of 1,204. This means that for a given question answered by the respondents, one can be 95 percent confident that the difference between the sample proportion and the population proportion is not greater than 2.8%.

3.1.8 Quality Control

All SSRC interviewers were well trained in a standardised approach prior to the commencement of the survey. All interviews were conducted by experienced interviewers fluent in Cantonese, Putonghua and English.

The SSRC engaged in quality assurance for each stage of the survey to ensure satisfactory standards of performance. At least 5% of the questionnaires completed by each interviewer were checked by the SSRC supervisors independently.

3.1.9 Data Processing and Analysis

Weighting

Due to the differences between the respondents of this study and the population of Hong Kong, weighting factors were applied to adjust the data to match the age and gender distribution of the corresponding end-year 2019 Hong Kong population reported by the Census and Statistics Department of the Government of the HKSAR (“C&SD”). The differences in age and gender between the survey respondents and the population of Hong Kong in 2019 are shown in Table 3. The weighting factors are the ratio of the population of Hong Kong to the survey respondents in each gender and age group as shown in Table 4.

Table 3 Age & gender for this survey and end 2019 population of Hong Kong

Age Group	This survey			Hong Kong population data – from the C&SD (end 2019)*		
	Male	Female	Total	Male	Female	Total
	% of Total	% of Total	% of Total	% of Total	% of Total	% of Total
18-19	0.8%	1.6%	2.3%	0.9%	0.9%	1.8%
20-24	2.1%	2.7%	4.8%	3.0%	3.1%	6.1%
25-29	2.3%	2.1%	4.4%	3.5%	4.1%	7.5%
30-34	1.6%	3.1%	4.7%	3.5%	5.1%	8.6%
35-39	2.1%	3.2%	5.3%	3.7%	5.8%	9.5%
40-44	2.9%	6.5%	9.5%	3.5%	5.3%	8.8%
45-49	4.1%	4.8%	8.9%	3.7%	5.3%	9.1%
50-54	5.1%	7.1%	12.2%	3.7%	4.8%	8.5%
55-59	6.5%	8.5%	15.0%	4.7%	5.3%	10.1%
60-64	4.4%	6.1%	10.6%	4.4%	4.6%	9.0%
65-69	3.9%	4.8%	8.6%	3.4%	3.5%	6.9%
70 or above	7.0%	6.7%	13.7%	6.4%	7.6%	14.0%
Total	42.8%	57.2%	100.0%	44.6%	55.4%	100.0%

*Provisional figures obtained from the C&SD

Table 4 Weighting factors by age & gender

Age	Male	Female
18-19	1.243263060	0.546154643
20-24	1.443908484	1.146517806
25-29	1.538691905	1.935797512
30-34	2.217659955	1.628351899
35-39	1.759278777	1.813874805
40-44	1.196486826	0.811955882
45-49	0.911533645	1.109477848
50-54	0.724345521	0.678617437
55-59	0.721764865	0.631076965
60-64	0.997072355	0.747930734
65-69	0.881469763	0.741487531
70 or above	0.917653606	1.137170253
Age data missing	1.000000000	1.000000000

Descriptive Statistics

Descriptive statistics are used to summarise the findings of the Study and they are reported in frequency, percentages, means and standard deviations (SD), wherever appropriate. Some percentages might not add up to the total or 100% because of rounding. Moreover, the sample bases for each question might vary due to missing answers.

Statistical Tests

Three types of statistical tests, namely Pearson chi-square test, Kruskal-Wallis test and Spearman's rank correlation are used for sub-group analysis in this Study. When both variables are nominal, the chi-square test was used. When one variable is nominal and the other is ordinal, the Kruskal-Wallis test is adopted. When both variables are ordinal, rank correlation is used. The statistical software, SPSS for Windows version 20.0, was used for performing all statistical analyses. All significance testing was run at 5% significance level (2-tailed test).

3.1.10 Final Questionnaire

The final questionnaire for the public survey can be found in Appendix A. It covers all the research objectives using practical situations that the general public should be able to evaluate from a privacy perspective.

3.2 Findings from the Household Telephone Survey

3.2.1 Demographic Profile of Respondents

Figures 1-4 show the gender, age, education and personal income profile of respondents. Gender and age perfectly reflect the population profile because of the weighting by gender and age mentioned in Chapter 2.

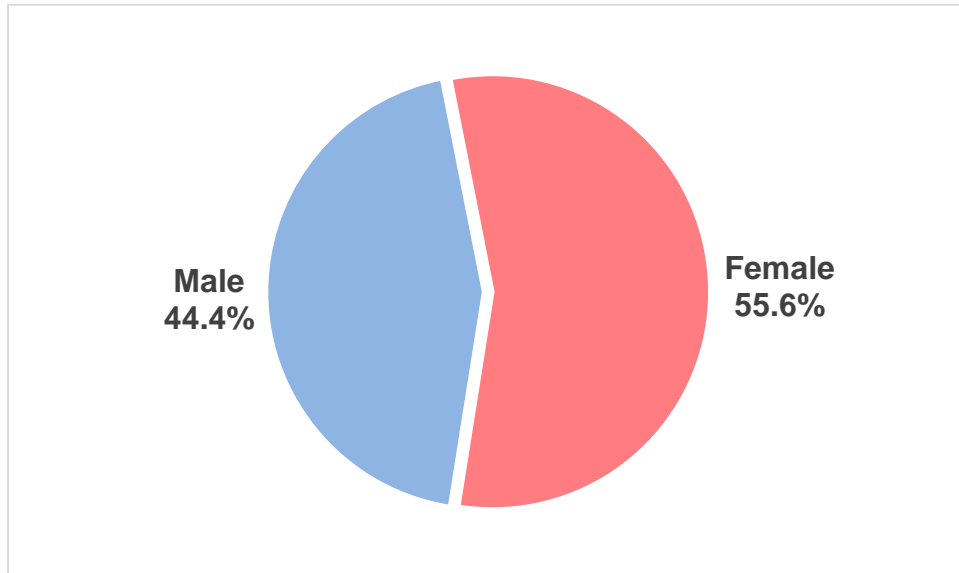


Figure 1 Gender of respondents

Base: All respondents = 1,204

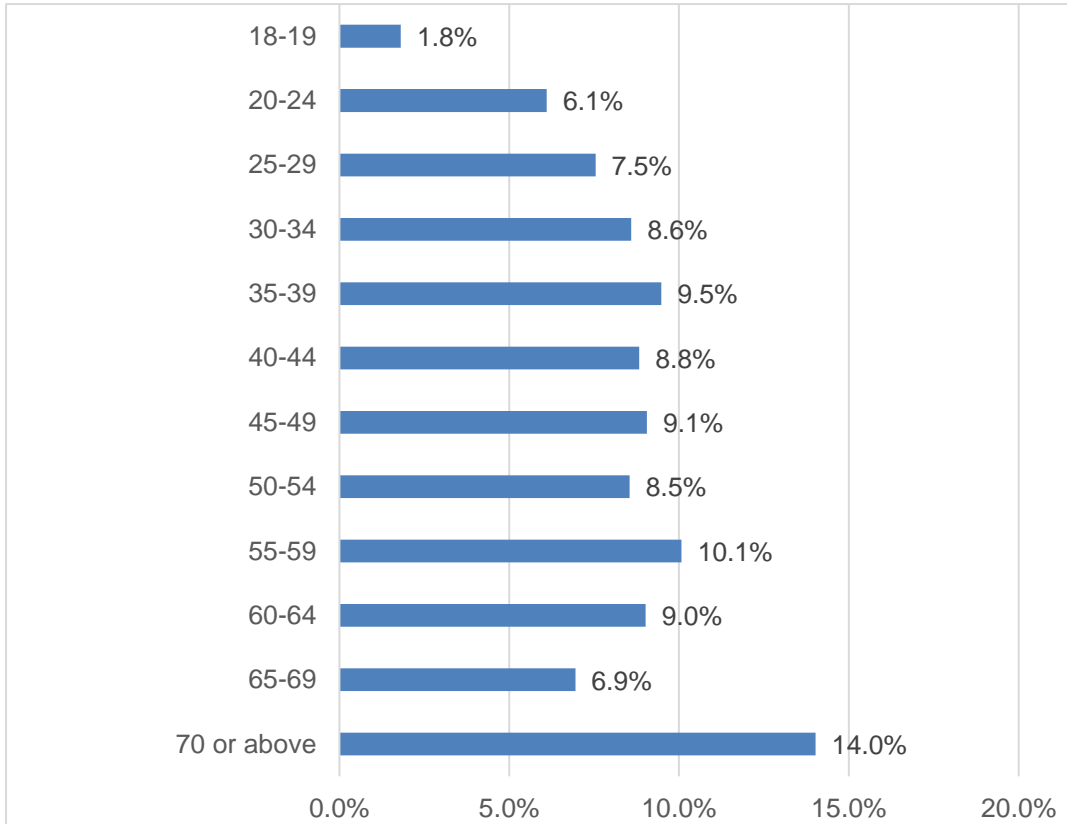


Figure 2 Age of respondents

Base: All respondents excluding "Don't know" and "Refuse to answer" = 1,192

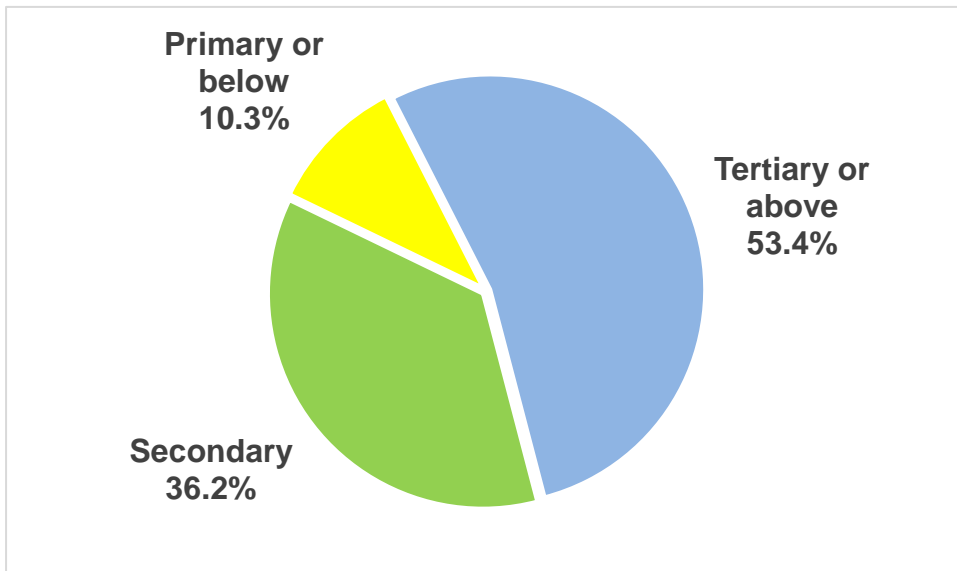


Figure 3 Education level of respondents

Base: All respondents excluding "Refuse to answer" = 1,193

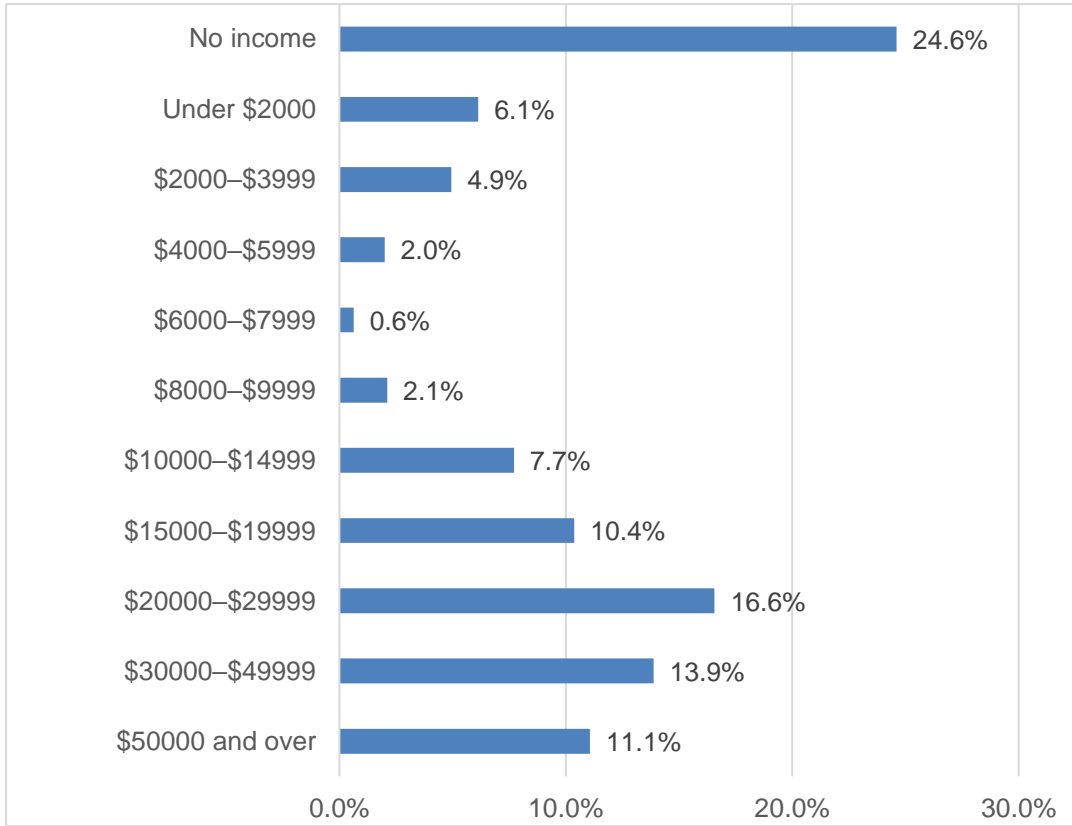


Figure 4 Monthly personal income of respondents

Base: All respondents excluding “Don’t know” and “Refuse to answer” = 1,082

3.2.2 Privacy Attitudes about Providing Different Types of Personal Data in Return for Access to Additional Information

Figure 5 summarises responses to a series of questions about privacy attitudes about providing different types of personal data in return for access to additional information. In each situation, respondents were asked how much they mind, on a scale from 0-10 where 0 means they do not mind at all and 10 means they would certainly refuse.

The types of personal data presented were:

- a) ID card number
- b) Full residential address
- c) Mobile phone number
- d) Date, month and year of birth
- e) Personal income
- f) Email address
- g) Occupation

As can be seen from the figure, providing ID card number raised the greatest concern, with about 90% of respondents stating that they would certainly refuse to provide in return for access to additional information. Full residential address and full date of birth also had more than 50% of respondents reporting that they would certainly refuse, while nearly 50% would refuse to provide personal income, about 40% would refuse to provide email address and nearly 25% would refuse to provide occupation in this situation.

There were some demographic differences in answers to these questions, with males and younger respondents less likely to refuse to provide information in most situations.

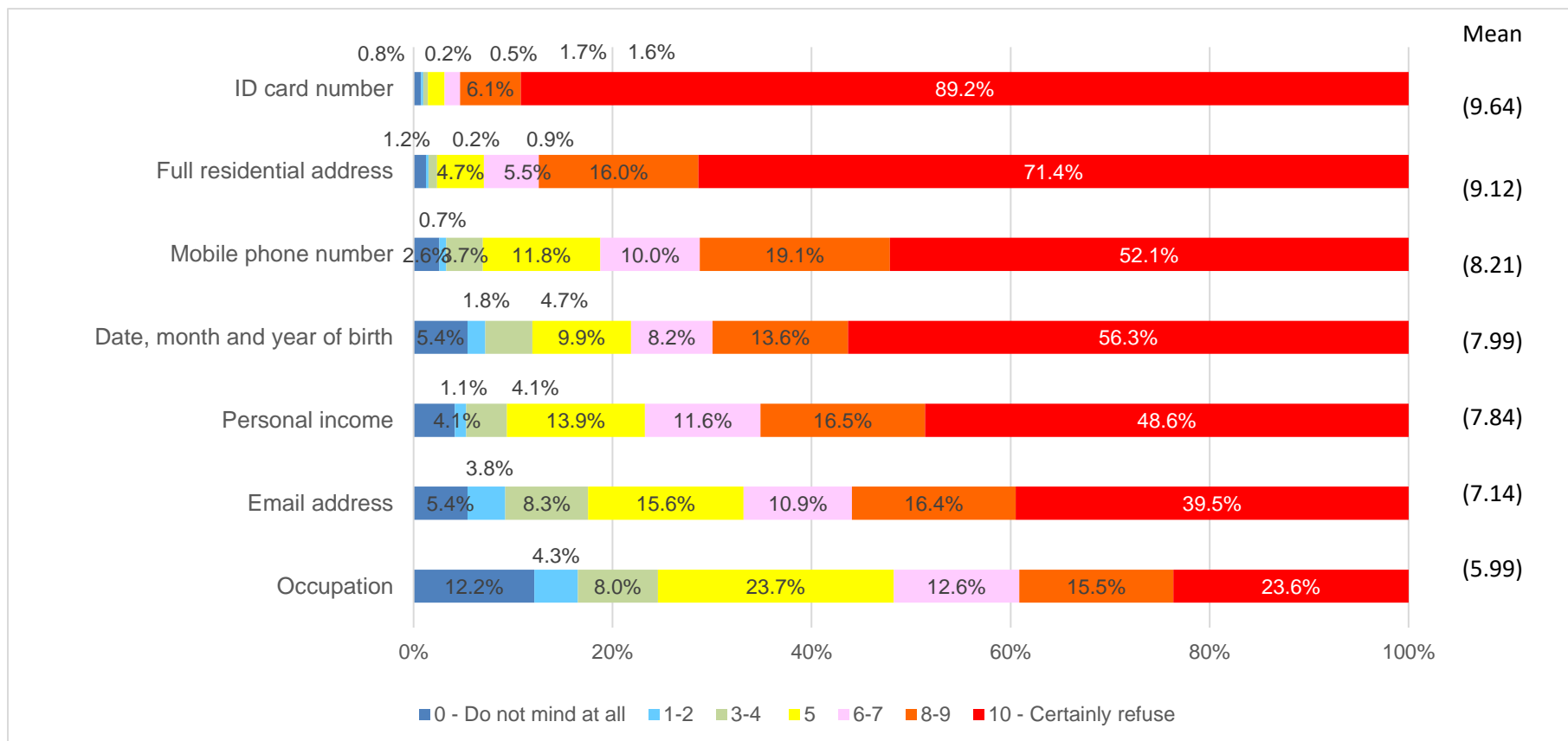


Figure 5 Privacy attitudes about providing different types of personal data in return for access to additional information

Base: All respondents excluding “No idea / don't know”, “Refuse to answer” and “Not applicable” (ID card number: 1,204; Full residential address: 1,204; Mobile phone number: 1,201; Date, month and year of birth: 1,203; Personal income: 1,201; Email address: 1,153; Occupation: 1,196)

3.2.3 Misuse of Personal Data

Figure 6 shows that more than a third (36%) of respondents had experienced misuse of their personal data in the last 12 months, which is lower than that in 2014, when it was 46% overall. As shown in Figure 6, the most common source of the problem was transactions with banks (52%), followed by telecommunication companies (29%), money lenders (20%) and fitness/beauty centres (15%) which were the same top four sources as in 2014, except that money lenders and fitness/beauty centres have swapped places.

Those aged under 60, with higher levels of education and with medium or high levels of personal income were more likely to report this experience.

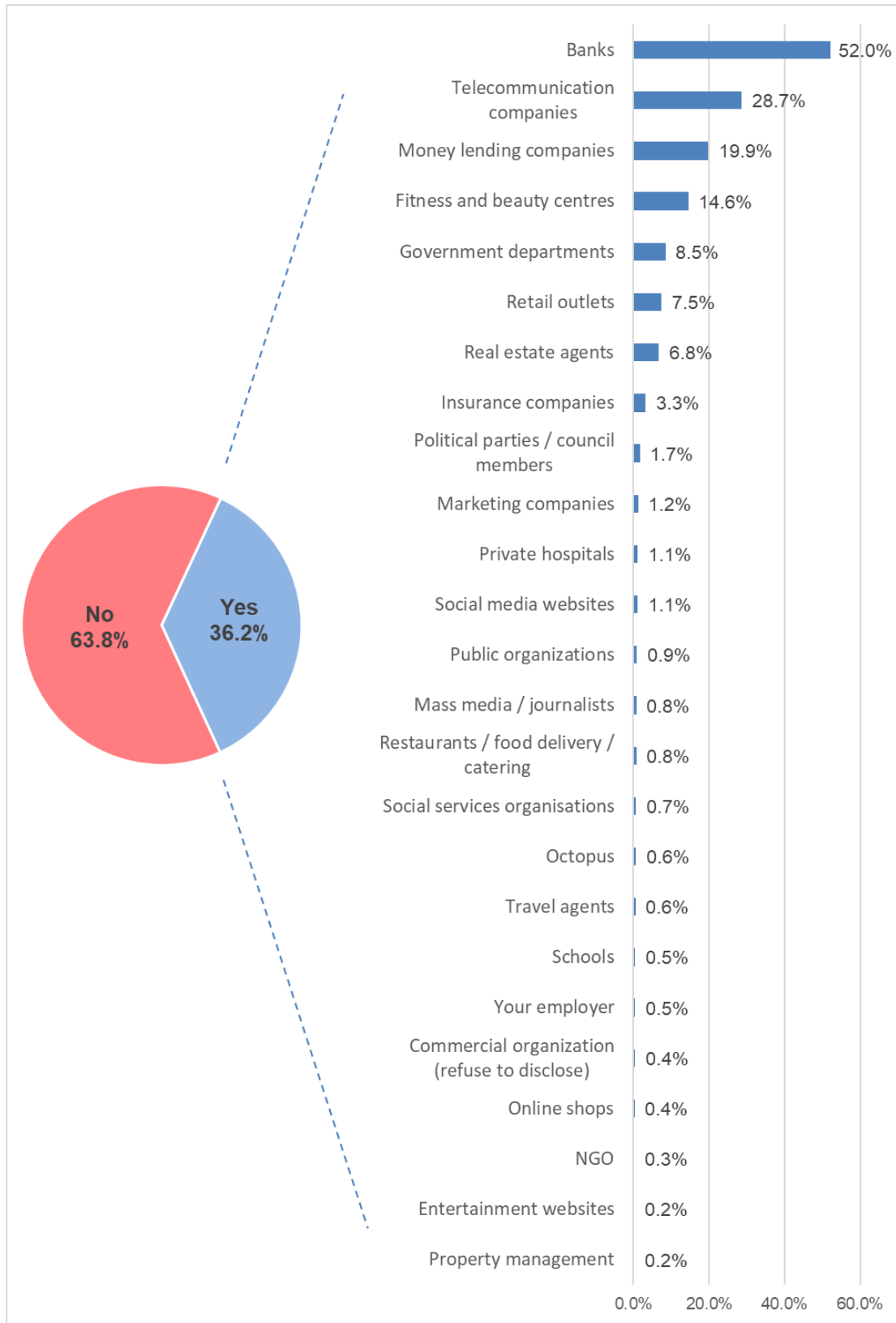


Figure 6 Personal experience of misuse of personal data within the last 12 months

Base: All respondents excluding "Difficult to say / no opinion / can't remember / don't know" = 1,149

As seen in Figure 7, 11% of those who experienced misuse had made a complaint (the same as in 2014), while of those who had not complained, the major reasons were: don't know where to lodge a complaint (35%), too troublesome (21%), not important enough to spend time on (21%), no big deal (6.1%), cannot afford the time (4.9%), PCPD cannot help (3.2%), other reasons (2.9%), do not have enough information to lodge a complaint (1.9%), dealt with it by myself (e.g. call blocking) (1.7%), no organizations can help / not useful at all (1.1%), did not know the right conferred by the law (0.4%), the process is complicated (0.4%).

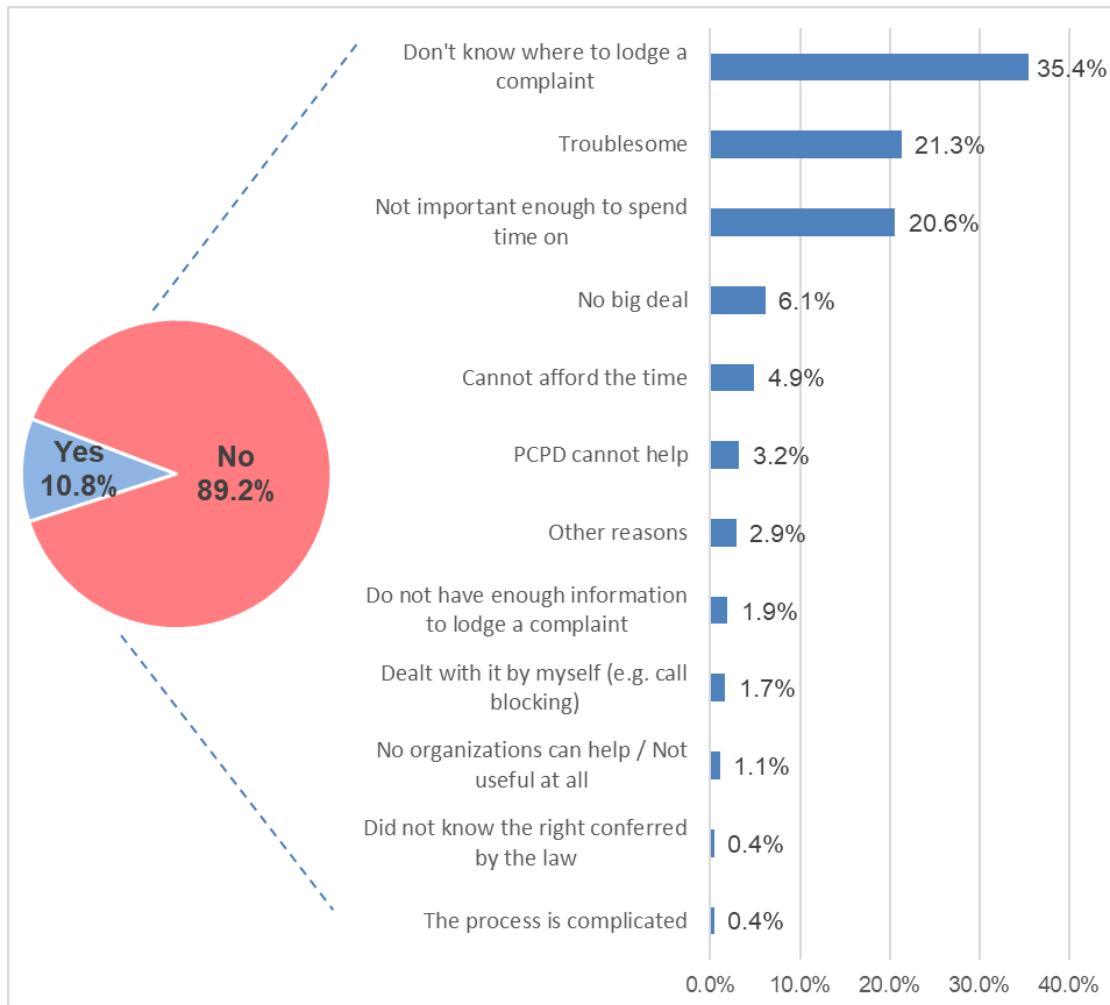


Figure 7 Lodging a complaint of misuse of personal data in the last 12 months

Base: Respondents who had personally experienced a misuse of their personal data within the last 12 months excluding "Difficult to say / no opinion / don't know" = 414

3.2.4 Awareness of the Work of the PCPD

As shown in Figure 8, the majority of respondents (64%) were aware of the PCPD through mass media, with smaller proportions aware through advertisements other than mass media (21%), PCPD website/multimedia (15%), PCPD publications (14%) and the PCPD publicity programmes (6%), similar to the findings in 2014.

Males, respondents with higher education or higher income were all more likely to be aware through mass media, while those aged under 50 or with tertiary education or higher income were more likely to be aware through the PCPD website or social media.

Figure 9 shows that the majority of respondents (52%) agreed or strongly agreed that PCPD has increased community awareness of personal data privacy issues after doxxing incidents in 2019, with 48% disagreeing/strongly disagreeing.

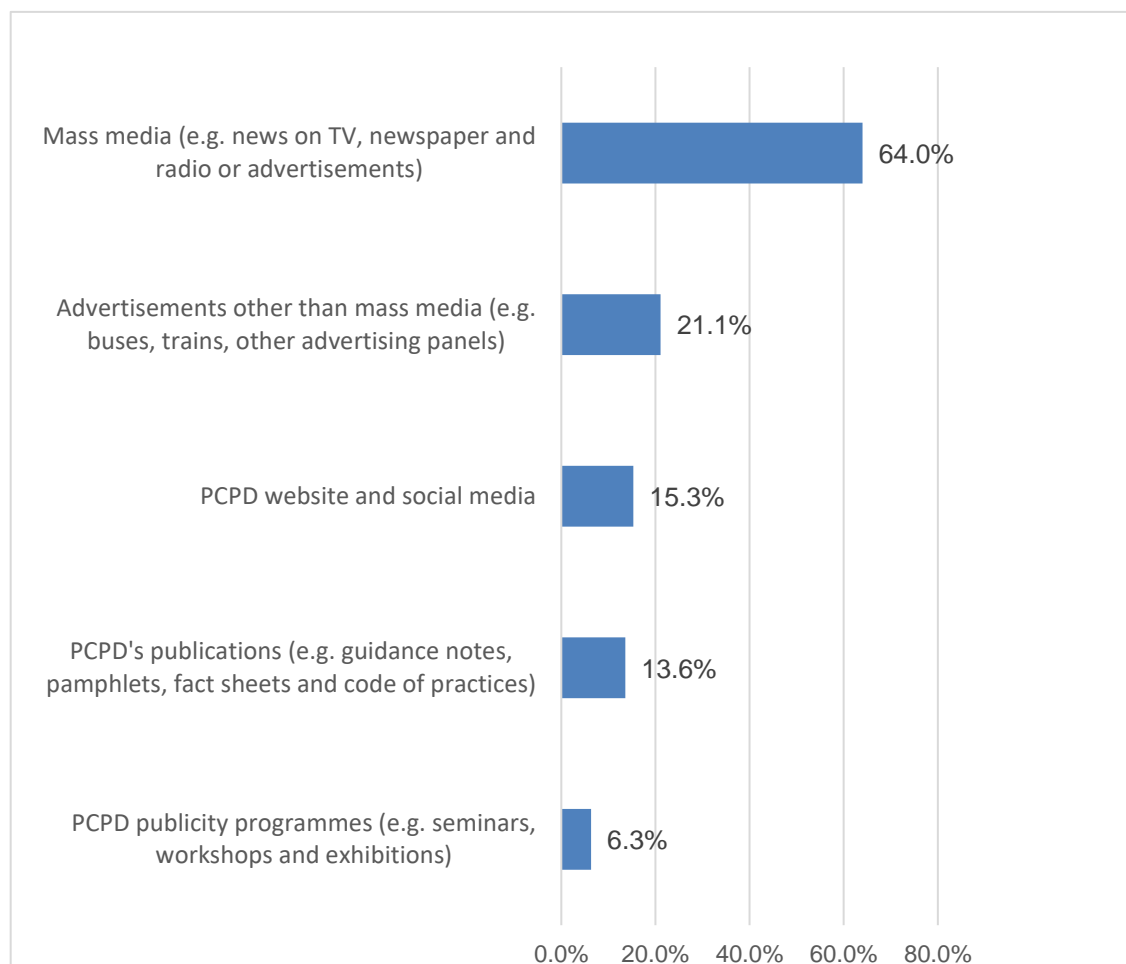


Figure 8 Awareness of the work of the PCPD by channel

Base: All respondents excluding "No idea" and "Refuse to answer"

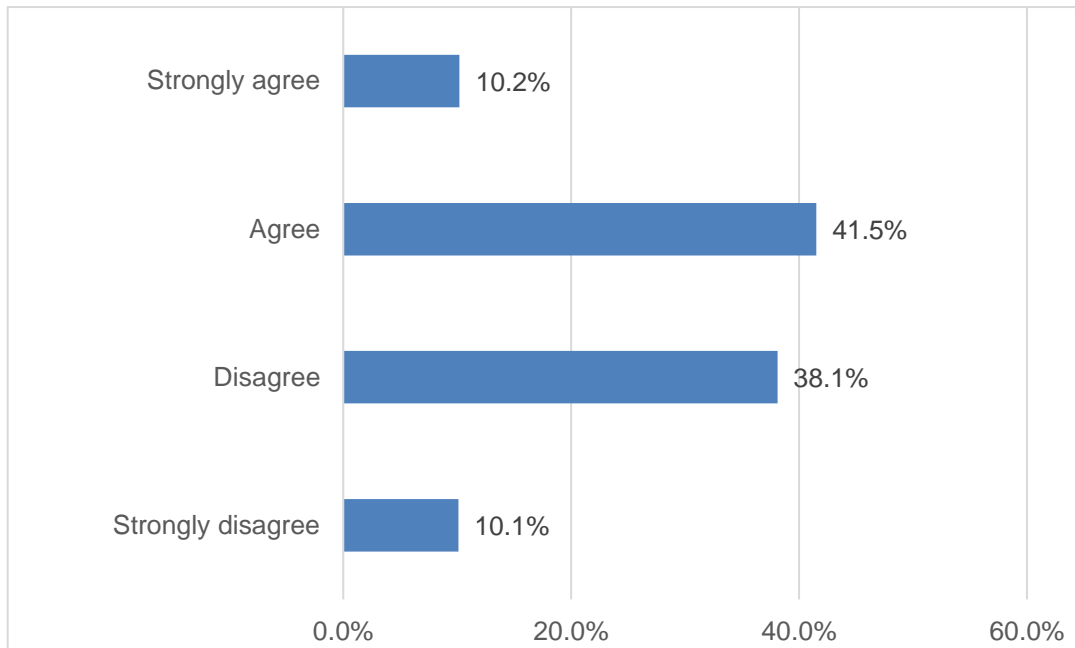


Figure 9 PCPD has increased community awareness of personal data privacy issues since doxxing in 2019

Base: All respondents excluding “Difficult to say / no opinion / don't know” and “Refuse to answer” = 1,063

3.2.5 Support for Possible Amendments to the PDPO

3.2.5.1 Significant data breaches

Figure 10 shows that the majority of respondents supported the possible amendments to the PDPO as follows: 70% fully supported giving PCPD the power to require customers be notified of significant data breaches, like the one involving Cathay Pacific (over 90% rated it 6 or above); 65% fully supported requiring organisations to notify the PCPD of significant breaches like this (over 90% rated it 6 or above); 59% fully supported financial penalties in the PDPO for significant data breaches like this (over 87% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.

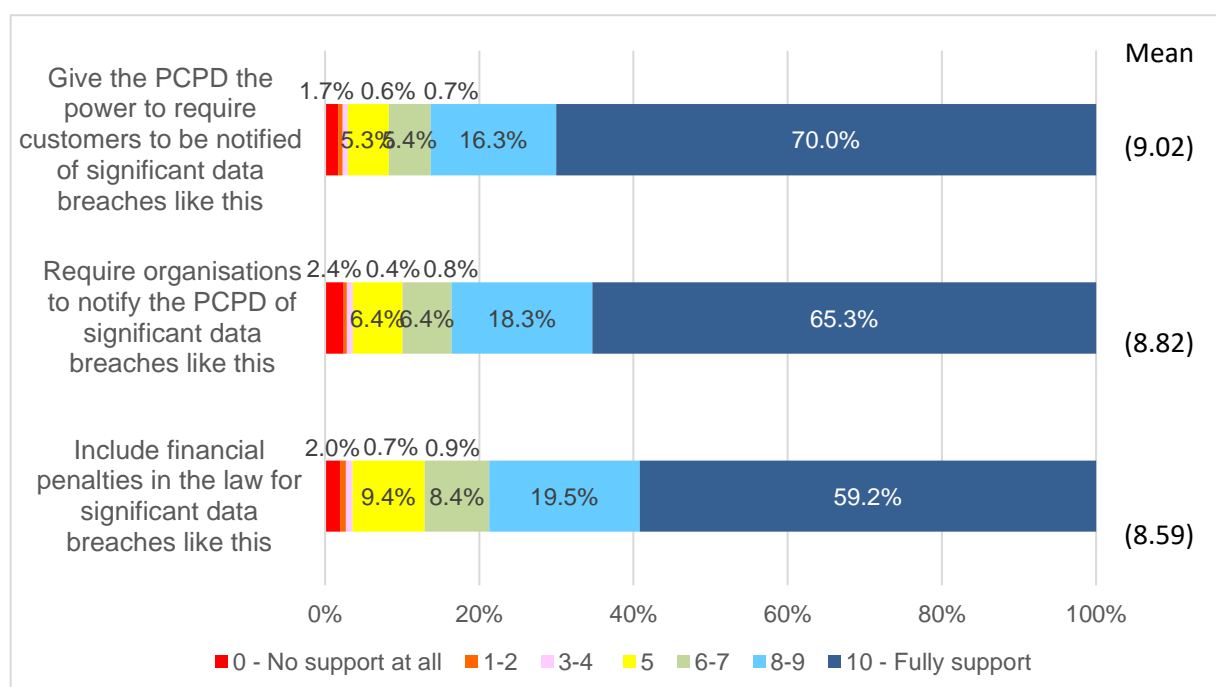


Figure 10 Support for the possible amendments to the PDPO about significant data breaches

Base: All respondents excluding “No idea / don't know” and “Refuse to answer”
 (Give the PCPD the power to require customers to be notified of significant data breaches like this: 1,196; Require organisations to notify the PCPD of significant data breaches like this: 1,195; Include financial penalties in the PDPO for significant data breaches like this: 1,195)

3.2.5.2 Doxxing

Figure 11 shows that the majority of respondents supported the possible amendments to the PDPO as follows: 44% fully supported giving PCPD the power to require removal of doxxing contents from social media platforms and websites that are controlled by entities in Hong Kong (over 70% rated it 6 or above); 42% fully supported giving PCPD the power of criminal investigation of cases like this (over 70% rated it 6 or above); 39% fully supported giving PCPD the power of initiating prosecution of cases like this (over 66% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.

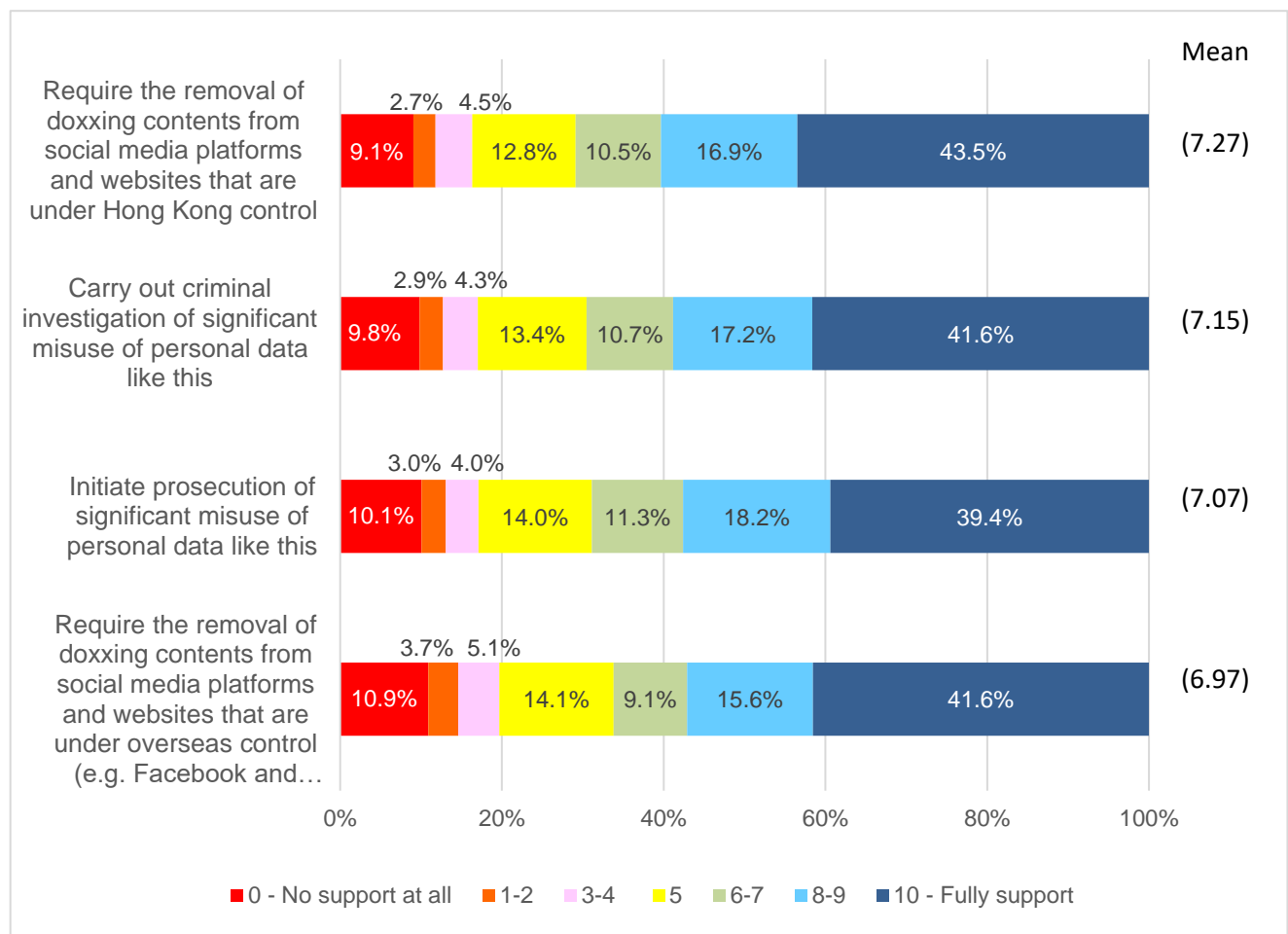


Figure 11 Support for the possible amendments to the PDPO to cover doxxing

Base: All respondents excluding “No idea / don't know” and “Refuse to answer”
 (Require the removal of doxxing contents under Hong Kong control: 1,166; Carry out criminal investigation of significant misuse of personal data: 1,167; Initiate prosecution of significant misuse of personal data: 1,166; Require the removal of doxxing contents under overseas control: 1,160)

3.2.6 Trustworthiness in Handling Complaints

Figure 12 shows a comparison of the perceived trustworthiness of different statutory agencies handling complaints using a scale from 0 (no trust) to 10 (complete trust). Independent Complaints Against Corruption (“ICAC”) and the Consumer Council are clearly the most trusted agencies with about 50% rating them as 8-10, while PCPD, The Ombudsman, and the Equal Opportunities Commission (“EOC”) all had about 30% rating as 8-10; the Hong Kong Police Force (“HKPF”) had about 25% rating it as 8-10 and the Competition Commission had about 15%. From the opposite perspective, the Consumer Council had only about 10% rating it below 5, with ICAC, PCPD and EOC having about 20% rating it below 5, The Ombudsman about 25% rating it below 5, Competition Commission about 40% and the HKPF about 50%.

The main demographic affect is that younger respondents had less trust in all institutions, especially the HKPF.

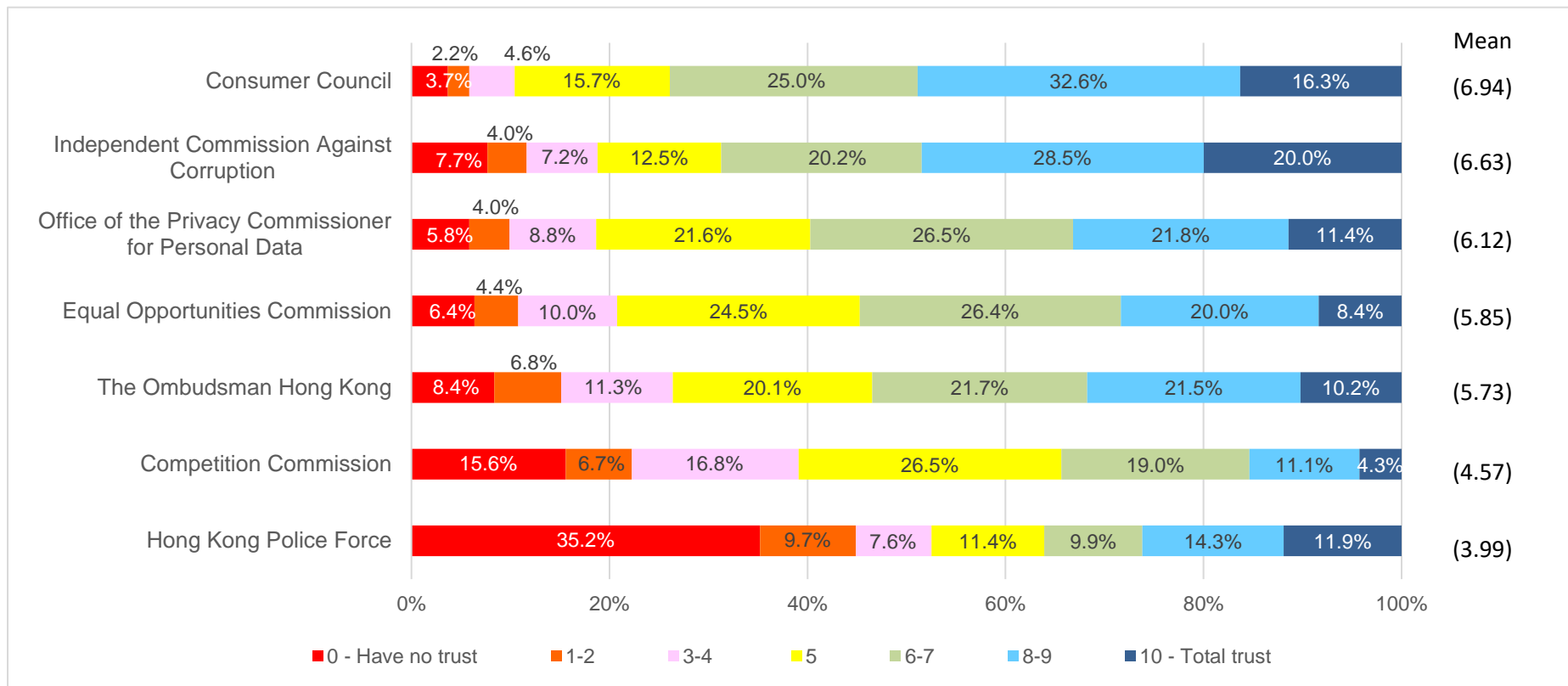


Figure 12 Comparison of trustworthiness when handling complaints

Base: All respondents excluding “Difficult to say”, “No idea / don't know” and “Refuse to answer” (Consumer Council: 1,164; ICAC: 1,170; PCPD: 1,080; EOC: 1,115; The Ombudsman: 1,049; Competition Commission: 708; HKPF: 1,165)

3.2.7 Privacy Attitudes for Online Activities

Figure 13 shows that many respondents (47%) would certainly not be prepared to pay \$20 per month for internet services like Gmail in return for the promise of not using your personal data for advertising at all, while only 10% would be certainly willing, suggesting that most people are reluctant to pay for privacy protection. Older, less educated and lower income respondents were more likely to state that they would certainly not be prepared to pay. In the 2014 survey, respondents were asked whether they would pay \$20 per month to enjoy e-mail services without any advertising and only 6% of them would be willing to pay. However, the benefit in the scenario of 2020 survey was lower because people would still receive advertisements after paying \$20 a month, with the only change being that the advertisements would not use personal data, so this result can be seen as an increase in willingness to pay for privacy protection from a small proportion of the public.

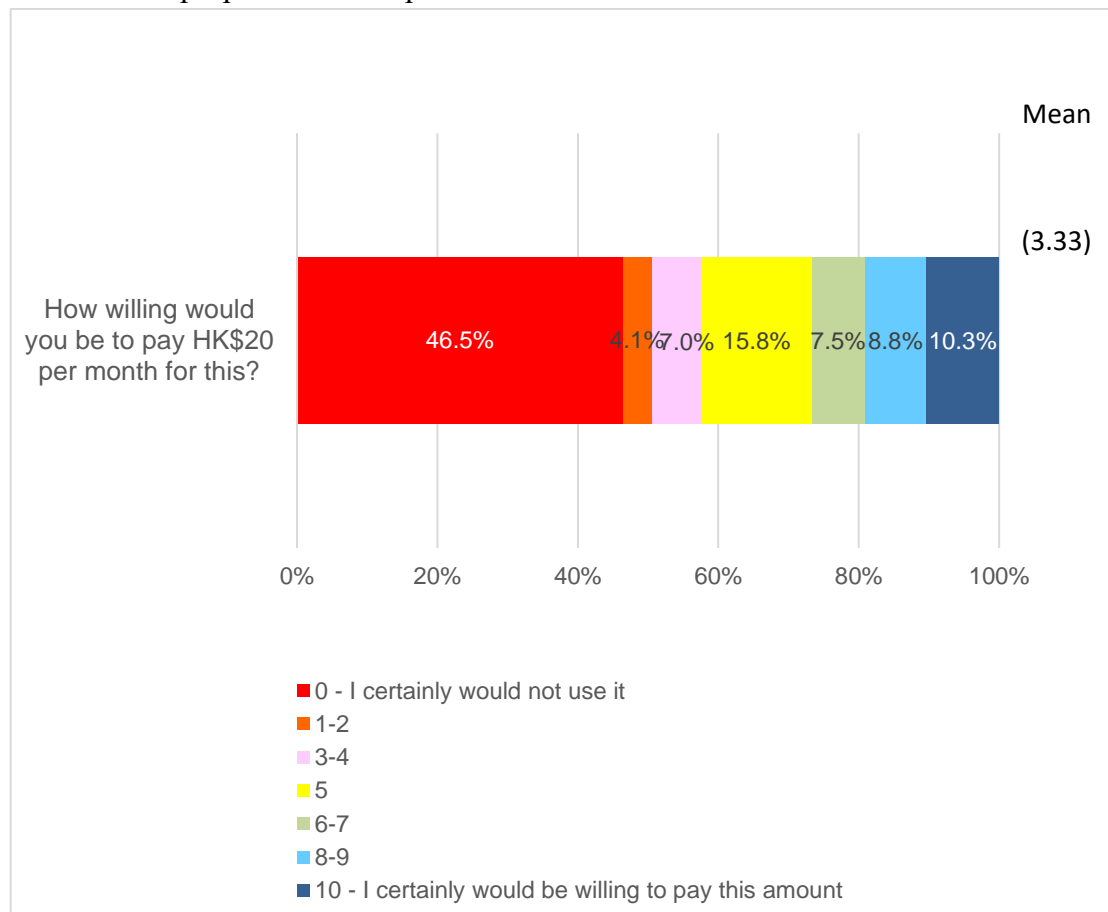


Figure 13 Willingness to pay HK\$20 per month for not using personal data for advertising at all

Base: All respondents excluding “Never use Internet or email service”, “Difficult to say / no opinion / don't know” and “Refuse to answer” = 1,121

Figure 14 shows that around three quarters of respondents (77%) have had a Facebook account at some time, of whom about two thirds (62%) currently use Facebook at least daily.

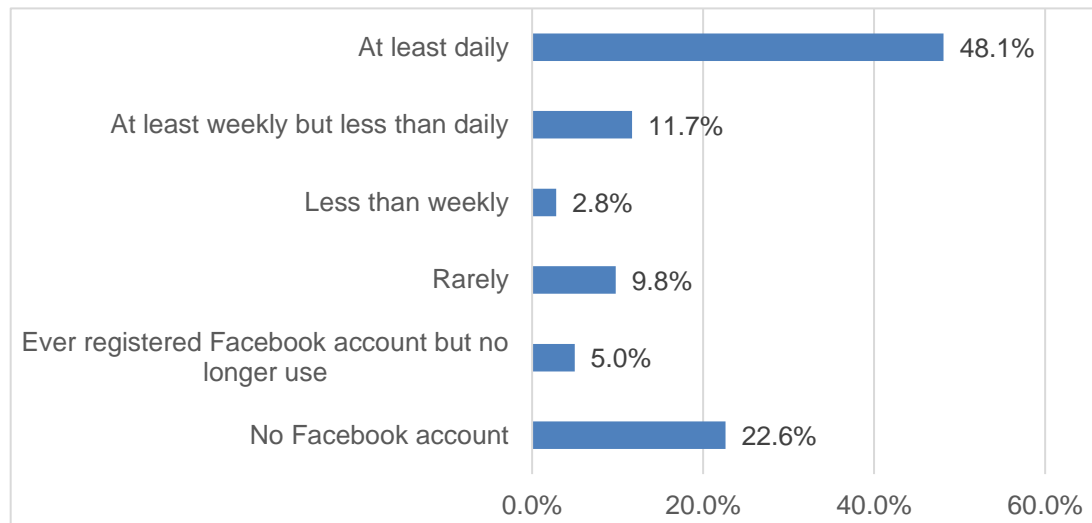


Figure 14 Frequency of using Facebook

Base: All respondents = 1,204

Figures 15-17 show that a strong majority (80%) of Facebook account users were aware of the privacy setting, of whom a strong majority (81%) had ever checked the settings, of whom nearly all (89%) had changed the settings.

Younger, better educated and higher personal income respondents were much more likely to be aware of, to have checked and to have changed the privacy settings in Facebook.

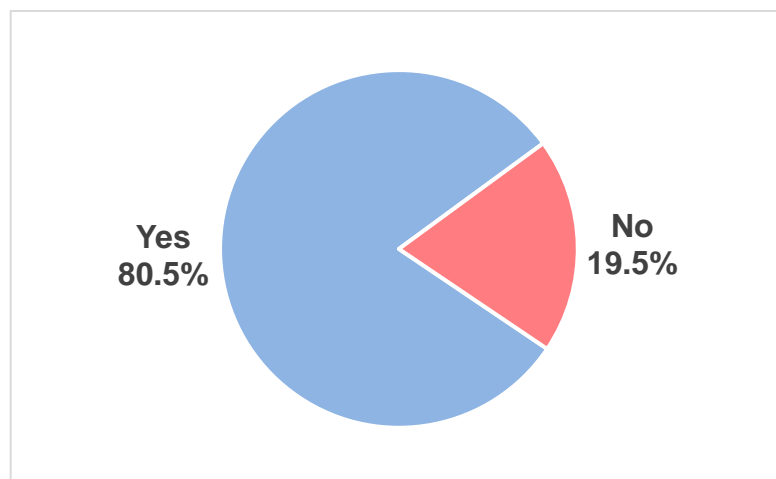


Figure 15 Awareness of privacy settings in Facebook

Base: Respondents who have Facebook account = 932

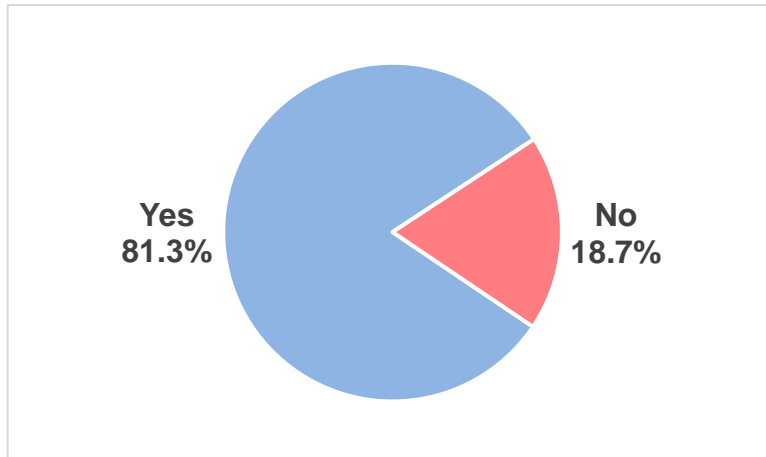


Figure 16 Ever checked the privacy settings in Facebook

Base: Respondents who have Facebook account and aware that there are privacy settings in Facebook = 750

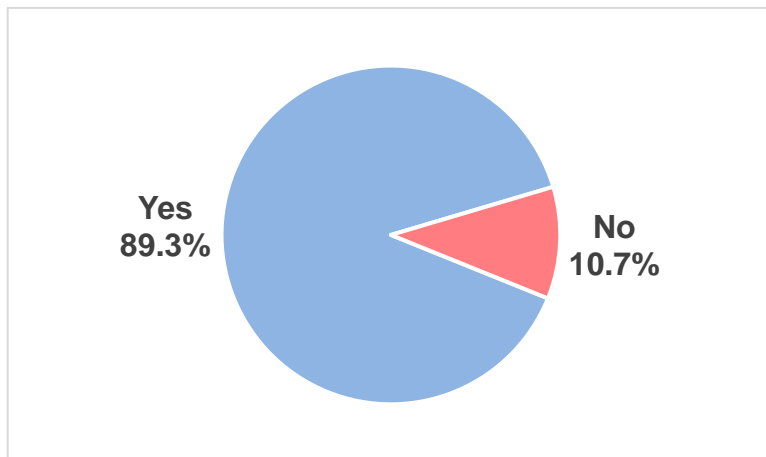


Figure 17 Ever changed the privacy settings in Facebook

Base: Respondents who have Facebook account, aware that there are privacy settings in Facebook and have ever checked the privacy settings in Facebook; excluding "Refuse to answer" = 609

Figure 18 shows that when sharing photos on Facebook that show who they are with or where they are, the majority of respondents share with Facebook friends only (54%) or never share (34%), while very few share with all Facebook users (3%).

Figure 19 shows that when sharing posts that show those Facebook users' personal opinions, the majority of respondents share with Facebook friends only (54%) or never share (38%), while very few share with all Facebook users (5%).

Older respondents are more likely to never share photos and posts, while the young (aged 18-29) and old (aged 60 or above) are less likely to share with all Facebook users.

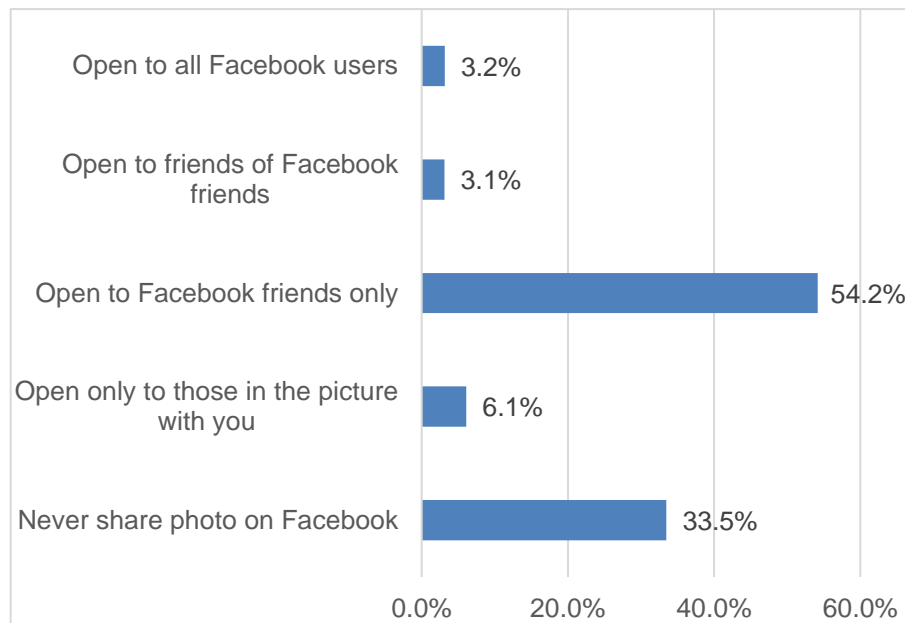


Figure 18 Which sharing option do you usually choose for photos you put on Facebook to show who you are with or where you are

Base: Respondents who have Facebook account; excluding “Don't know or refuse to answer” = 930

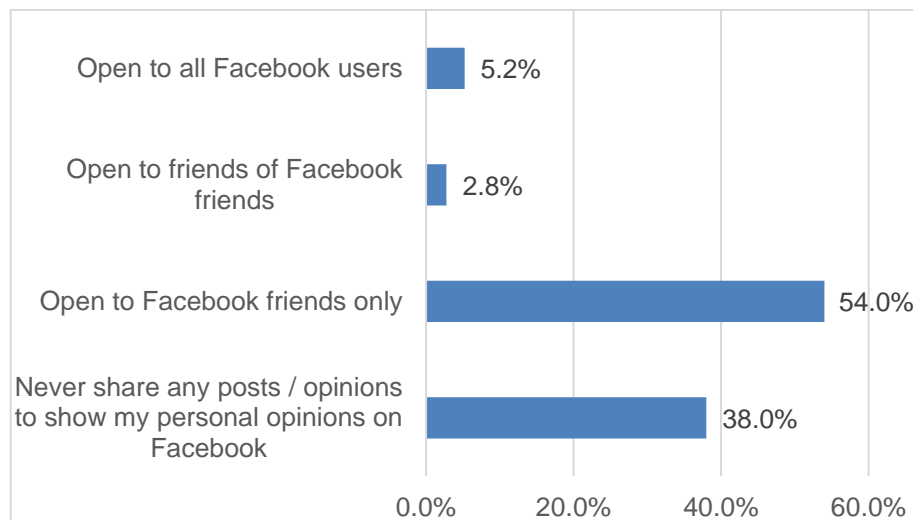


Figure 19 Which sharing option do you usually choose for posts you put on Facebook to show personal opinions

Base: Respondents who have Facebook account; excluding “Don't know or refuse to answer” = 923

Figures 20-22 show that an overwhelming majority (93%) of respondents use a smartphone of whom nearly all (98%) have WhatsApp or a similar app installed, of whom 81% installed it themselves, suggesting that a substantial proportion of respondents have had help installing these apps.

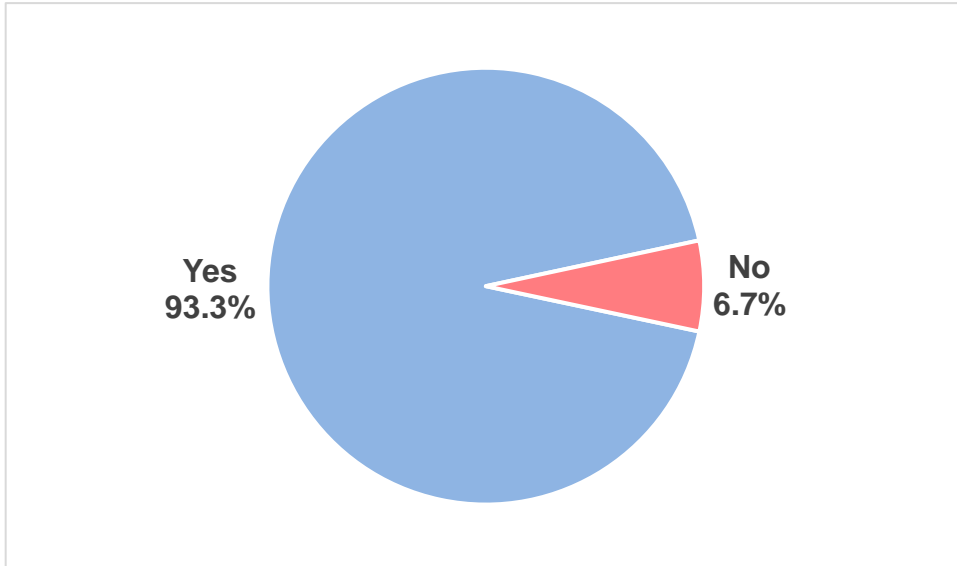


Figure 20 Use a smartphone at all

Base: All respondents excluding "No idea" = 1,203

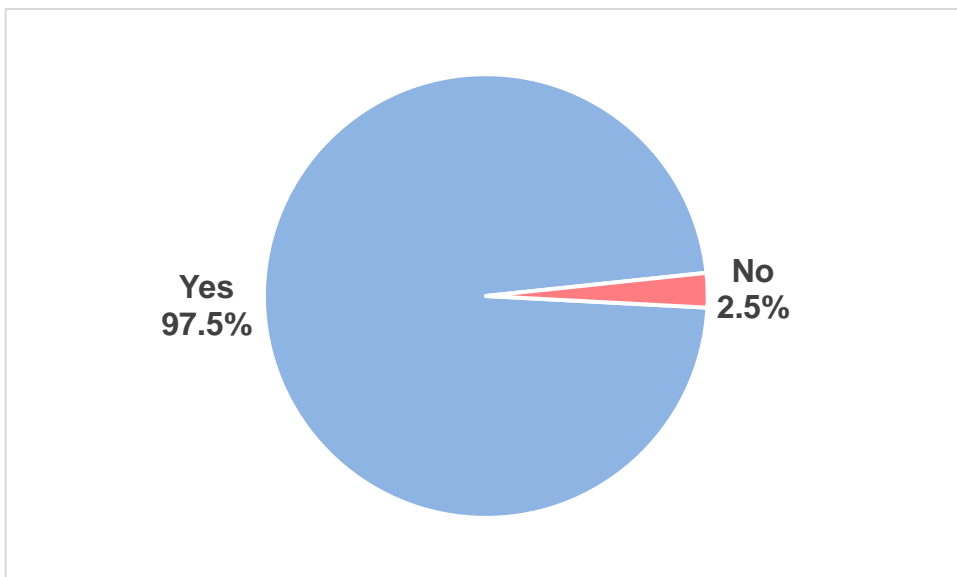


Figure 21 Installed WeChat/ Line/ Viber/ WhatsApp on a smartphone

Base: Respondents who are a smartphone user, excluding "No idea" and "Refuse to answer" = 1,119

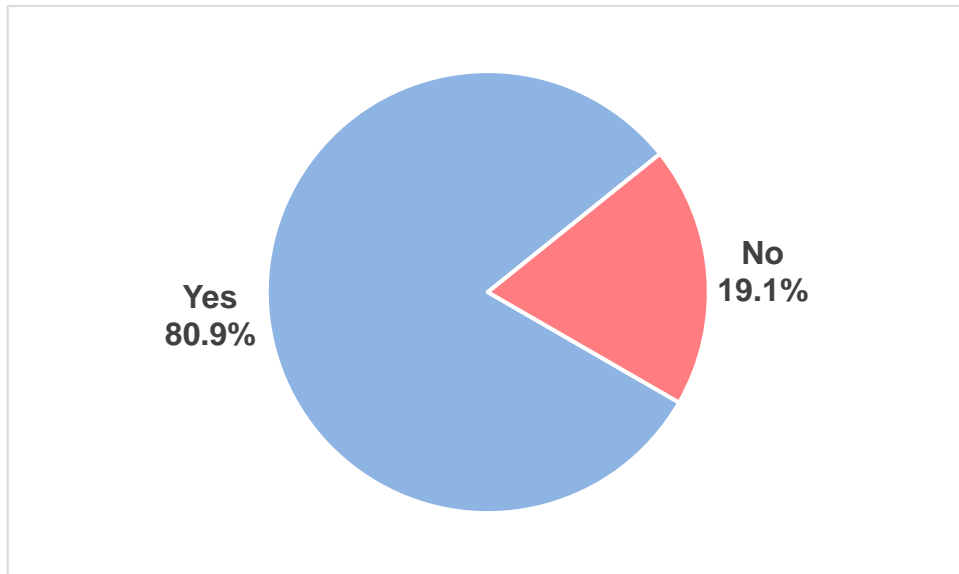


Figure 22 Install WeChat/ Line/ Viber/ WhatsApp themselves

Base: Respondents who are a smartphone user and have installed Whatsapp/WeChat/ Facebook Messenger/ Line/Viber/ Telegram on their smartphone; excluding “No idea” and “Refuse to answer” = 1,080

Figure 23 shows that most (80%) of respondents with WhatsApp or a similar app installed were aware that it accesses all of the contacts on their smartphone, while Figure 24 shows that a significant proportion (34%) thought this was a serious invasion of privacy (rated this as 10 in terms of privacy problem).

Females, older people and those with lower education were less likely to be aware that these apps access all their contacts, while younger respondents were much less likely to believe this was a serious privacy invasion.

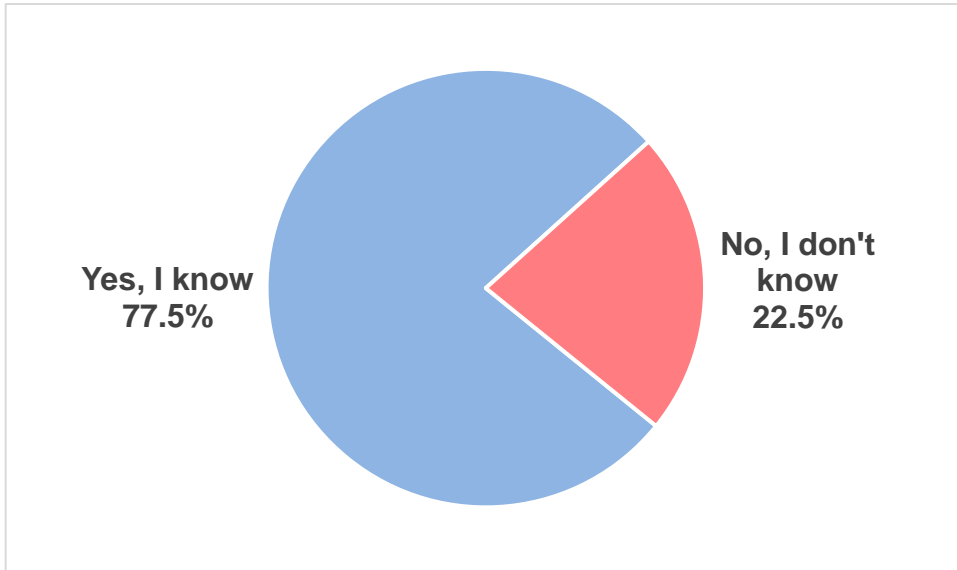


Figure 23 Awareness of WeChat/ Line/ Viber/ WhatsApp access all of contacts on the phone

Base: Respondents who are a smartphone user and have installed WhatsApp/ WeChat/ Facebook Messenger/ Line/ Viber/ Telegram on their smartphone; excluding “Refuse to answer” = 1,090

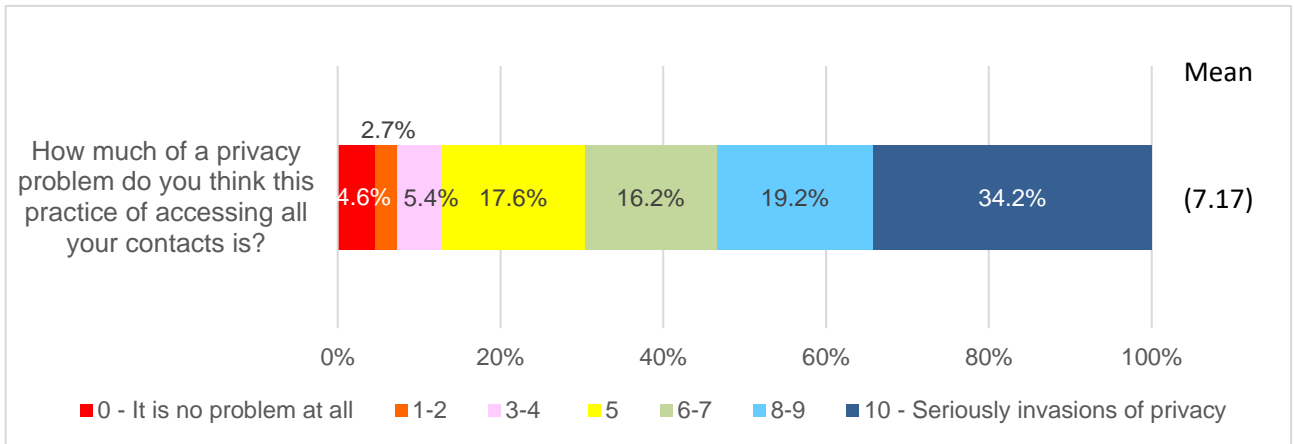


Figure 24 Privacy problem of all contacts being accessed

Base: Respondents who are a smartphone user and have installed WhatsApp/ WeChat/ Facebook Messenger/ Line/ Viber/ Telegram on their smartphone; excluding “No idea” and “Refuse to answer” = 1,084

Chapter 4 Summary and Recommendations

4.1 Methodology

A total of 1,204 interviews were successfully completed between 15 May and 2 June 2020 via a telephone survey of randomly selected households using a Computer Aided Telephone Interview (CATI) system.

4.2 Summary of the Household Telephone Survey

Privacy attitudes about providing different types of personal data in return for access to additional information

Providing ID card number raised the greatest concern, with about 90% of respondents stating that they would certainly refuse to provide in return for access to additional information. Full residential address and full date of birth also had more than 50% of respondents reporting that they would certainly refuse, while nearly 50% would refuse to provide personal income, about 40% would refuse to provide email address and nearly 25% would refuse to provide occupation in this situation. Males and younger respondents were less likely to refuse to provide information in most situations.

Misuse of personal data

More than a third (36%) of respondents had experienced misuse of their personal data in the last 12 months, which is lower than that in 2014, when it was 46% overall. The most common source of the problem was transactions with banks (52%), followed by telecom companies (29%), money lenders (20%) and fitness/beauty centres (15%) which are the same top four sources as in 2014, except that money lenders and fitness/beauty centres have swapped places. Those aged under 60, with higher levels of education and with medium or high levels of personal income were more likely report this experience.

11% of those who experienced misuse had made a complaint (the same as in 2014), while of those who had not complained, the major reasons were: don't know where to lodge a complaint (35%), too troublesome (21%), not important enough to spend time on (21%).

Awareness of the work of the PCPD

The majority of respondents (64%) were aware of the PCPD through mass media, with smaller proportions being aware through advertisements other than mass media (21%), PCPD website/multimedia (15%), PCPD publications (14%) and the PCPD publicity programmes (6%), similar to the findings in 2014. Males, respondents with higher education or higher income were all more likely to be aware through mass media, while those aged under 50 or with tertiary education or higher income were more likely to be aware through the PCPD website or social media.

The majority of respondents (52%) agreed or strongly agreed that PCPD has increased community awareness of personal data privacy issues after doxxing incidents in 2019, with 48% disagreeing or strongly disagreeing.

Support for possible amendments to the PDPO

The majority of respondents supported the possible amendments to the PDPO as regards significant data breaches: 70% fully supported giving PCPD the power to require customers be notified of significant data breaches like that of Cathay Pacific (over 90% rated it 6 or above); 65% fully supported requiring organisations to notify the PCPD of significant breaches like that (over 90% rated it 6 or above); 59% fully supported financial penalties in the PDPO for significant data breaches like that (over 87% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.

The majority of respondents supported the possible amendments to the PDPO as regards doxxing: 44% fully supported giving PCPD the power to require removal of doxxing contents from social media platforms and websites that are controlled by entities in Hong Kong (over 70% rated it 6 or above); 42% fully supported giving PCPD the power of criminal investigation of cases like this (over 70% rated it 6 or above); 39% fully supported giving the PCPD power of initiating prosecution of cases like this (over 66% rated it 6 or above). The older the respondents were, the more likely that they fully supported each of these changes.

Trustworthiness in handling complaints

Independent Complaints Against Corruption (“ICAC”) and the Consumer Council are clearly the most trusted agencies with about 50% rating them as 8-10, while PCPD, the Ombudsman, and the Equal Opportunities Commission (“EOC”) all had about 30% rating as 8-10; the Hong Kong Police Force (“HKPF”) had about 25% rating it as 8-10 and the Competition Commission had about 15%. From the opposite perspective, the

Consumer Council had only about 10% rating it below 5, with ICAC, PCPD and EOC having about 20% rating it below 5, the Ombudsman about 25% rating it below 5, Competition Commission about 40% and the HKPF about 50%. The main demographic effect is that younger respondents had less trust in all institutions, especially the HKPF.

Privacy attitudes for online activities

Many respondents (47%) would certainly not be prepared to pay \$20 per month for internet services like Gmail in return for the promise of not using your personal data for advertising at all, while only 10% would be certainly willing, suggesting that most people are reluctant to pay for privacy protection. Older, less educated and lower income respondents were more likely to state that they would certainly not be prepared to pay. In the 2014 survey, people were asked a similar question and only 6% were certainly willing, but in the 2014 version they would receive no advertisements, whereas the 2020 version would only ensure no advertisements using personal data. Hence this result can be seen as an increase in willingness to pay for privacy protection from a small proportion of the public.

A strong majority (80%) of Facebook account users were aware of the privacy setting, of whom a strong majority (81%) had ever checked the settings, of whom nearly all (89%) had changed the settings. Younger, better educated and higher personal income respondents were much more likely to be aware of, to have checked and to have changed the privacy settings in Facebook.

When sharing photos on Facebook that show who they are with or where they are, the majority of respondents share with Facebook friends only (54%) or never share (34%), while very few share with all Facebook users (5% or less). In respect of sharing posts that show those Facebook users' personal opinions, a similar pattern was found. Older respondents are more likely to never share photos and posts, while the young (aged 18-29) and old (aged 60 or above) are less likely to share with all Facebook users, indicating some success in making people aware of the privacy risks when using Facebook.

An overwhelming majority (93%) of respondents use a smartphone of whom nearly all (98%) have WhatsApp or a similar app installed, of whom 81% installed it themselves, suggesting that a substantial proportion of respondents have had help installing these apps.

Most (80%) of respondents with WhatsApp or a similar app installed were aware that

it accesses all of the contacts on their smartphone, while a significant proportion (34%) thought this was a serious invasion of privacy (rated this as 10 in terms of privacy problem). Females, older people and those with lower education were less likely to be aware that these apps access all their contacts, while younger respondents were much less likely to believe this was a serious privacy invasion.

4.3 Recommendations

Privacy attitudes about providing different types of personal data in return for access to additional information

The general public seems quite aware of the risks of providing personal data in return for access to additional information, especially as regards ID card number, full address and full date of birth, which are often used as verification in financial transactions.

Misuse of personal data

The rate of experiencing misuse has decreased since 2014, but the four major sources of problems remain the same, suggesting that more action is needed for banks, telecom companies, money lenders and fitness/beauty centres. The rate of complaint remains low and the proportion who state that they do not know where to lodge a complaint remains quite high (more than a third), suggesting that more public education is needed.

Awareness of the work of the PCPD

Awareness remains high, primarily through mass media, other advertising channels, website/multimedia and publications, suggesting that the current channel strategy is reaching the public. Although a small majority agreed that PCPD has increased community awareness of personal data privacy issues after doxxing incidents in 2019, a significant proportion still do not know where to lodge a complaint.

Support for possible amendments to the PDPO

A very large majority supported all the possible amendments to the PDPO as regards significant data breaches, suggesting that public support is already in place for these proposals. At least two thirds supported all the possible amendments to the PDPO as regards doxxing, suggesting that most of the necessary public support is in place for these proposals, though there is some need to persuade younger members of the public.

Trustworthiness in handling complaints

Trust in PCPD remains high and comparable to similar agencies, with the only concern being reduced trust from younger members of the public, which is a broad problem for all public bodies.

Privacy attitudes for online activities

The public is not attracted to the idea of paying \$20 per month for internet services like Gmail in return for the promise of not using your personal data for advertising. On the positive side, most Facebook users are aware of and have ever checked and changed the privacy settings. In regard to sharing on Facebook, few respondents share photos or personal posts on Facebook outside their Facebook friends. While an overwhelming majority of respondents use a smartphone with WhatsApp or a similar app installed, nearly 20% did not install it themselves and a similar proportion were not aware that WhatsApp accesses all of the contacts on their smartphone, though around a third of respondents thought this was a serious invasion of privacy. This suggests that while the education about safe use of Facebook has been effective, there is still more to do as regards safe use of WhatsApp and similar apps.

4.4 Limitations of the Household Survey

The data was not weighted for the number of eligible respondents in a household and the number of phones in a household, or to account for non-response.

The use of the 'Last Birthday' rule to select respondent when there were more than one eligible respondents resided in a household by the time of the telephone contact could not cover people who were always not at home in the evening and weekends.

Household telephone survey excludes households without fixed line telephones which might result in selection bias due to under-representation of certain segments of the population, such as newly formed households who may only have mobile telephones.

Appendix A: Questionnaire for Public Survey

Survey of Public Attitudes on Personal Data Privacy Protection 2020 公眾對保障個人資料私隱的態度調查 2020

Part I: Introduction

第一部份: 介紹

Good afternoon/evening! My name is (surname). I am an interviewer at the Social Sciences Research Centre, University of Hong Kong, conducting a survey for the Office of the Privacy Commissioner for Personal Data. I would like to ask for your opinion on personal data protection in HK.

午安/晚安。我姓x，我係香港大學社會科學研究中心嘅訪問員。我哋現正為個人資料私隱專員公署進行一項電話調查，希望收集有關你對香港保護個人資料嘅意見。

[v1 Telephone #] [v1 電話號碼 #]

[v2 Interviewer #] [v2 訪問員 #]

<respondent selection using modified next birthday rule>

<使用下一個最快生日規則選出被訪者>

Among all those who are at home, may I speak to the one aged at least 18 who will next have a birthday?

麻煩請宜家喺你屋企而又年滿18歲，同埋最接近下次生日既嗰位成員黎接聽電話

(Interviewer: explain the respondent selection method by using “Next Birthday” rule if respondent questions). If the respondent is aged at least 18; please ask him/her to answer the phone. (Interviewer: Repeat the introduction)

(訪問員: 如被訪者查詢，解釋“下一個最快生日”規則)如被訪者已年滿18歲，邀請他/她聽電話。(訪問員: 再次讀出介紹)

Good morning/afternoon/evening! My name is (surname). I am an interviewer at the Social Sciences Research Centre, University of Hong Kong, conducting a survey for the Office of the Privacy Commissioner for Personal Data. I would like to ask for your opinion on personal data protection in HK, which would only take about 15 minutes. The findings will be used by the office of the Privacy Commissioner for Personal Data for gauging public opinion on matters related to personal data privacy. Our conversation may be audio-recorded for further data checking. I would like to stress that all information collected will remain strictly confidential. Individual details will not be disclosed or identifiable from this survey. If you have any questions or concerns about the research, please contact HKUSSRC at 3917-1600. If you have questions about

your rights as a research participant, please contact the Human Research Ethics Committee for Non-Clinical Faculties, HKU (2241-5267).

早晨/午安/晚安。我姓 x，我係香港大學社會科學研究中心嘅訪問員。我哋現正為個人資料私隱專員公署進行一項電話調查，希望收集有關你對香港保護個人資料嘅意見。整個訪問需時大約 15 分鐘。調查結果將被個人資料私隱專員公署用作評估公眾對保護個人資料相關問題嘅睇法。為方便日後核對資料，訪問會被錄音。所有收集到嘅資料會絕對保密，任何啱呢次調查所收集到嘅個人資料都唔會被公開或被識辨得到。如果你對呢項調查有任何查詢或意見，請致電 3917-1600 向香港大學社會科學研究中心查詢。如果你想知道更多有關研究參與者嘅權益，請致電 2241-5267 向香港大學非臨床研究操守委員會查詢。

We would like to invite you to take part in the survey. Do you agree to the audio recording? Do you agree to participate in this survey?

我地想邀請你參與呢項調查。請問你同意被錄音嘛，你同唔同意參與呢項調查？

If agree, interview starts, else interview ends, thank respondent.

如同意，訪問員開始，否則訪問結束，多謝被訪者

Now I'll ask you similar questions about how much you mind providing different types of personal **data in return for access to additional information, like additional videos on a news media website, on the 0-10** scale where 0 means you do not mind at all and 10 means you would certainly refuse.

宜家我會問一啲相似嘅問題，係關於你有幾介意為咗獲得額外資訊，例如一個新聞媒體網站嘅額外視頻影片，而提供唔同種類嘅個人資料，請你用 0 至 10 分表示你嘅介意程度，0 分表示你完全唔介意，10 分表示你肯定會拒絕。

Q1 Your **full residential address**? 你嘅詳細居住地址？

- | | |
|-------------------------|------|
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

Q2 Your **mobile phone number**? 你嘅手提電話號碼？

- | | |
|-------------------------|------|
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

Q3 Your **ID card number**? 你嘅身份證號碼？

- | | |
|-----------|------|
| a) 0 – 10 | 0-10 |
|-----------|------|

- | | |
|---|-------------------|
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |
| Q4 Your personal income? | 你嘅個人收入？ |
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |
| Q5. Your occupation? | 你嘅職業？ |
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |
| Q6 Your date, month and year of birth? | 你嘅出生年、月、日？ |
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |
| Q7 Your email address? | 你嘅電郵地址？ |
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

Misuse of personal data 個人資料被濫用

- Q8 Have you personally experienced what you consider to be a misuse of your personal data within the last 12 months? (if yes, ask Q9, otherwise, skip to Q12)**
 喺過去 12 個月內，你有冇親身經歷過，你認為你嘅個人資料被濫用嘅情況？
 (如有，問 Q9，否則，跳至 Q12)
- | | |
|--|--------------------------|
| a) yes | 有 |
| b) no (skip to Q12) | 冇 (跳至 Q12) |
| c) difficult to say / no opinion / can't remember / don't know (skip to Q12) | 好難講/冇意見/唔記得/唔知道 (跳至 Q12) |
| d) refuse to answer (skip to Q12) | 拒絕回答 (跳至 Q12) |
- Q9 Who or what type of organisation was responsible for the last misuse of your personal data? (Multiple responses, Unprompted)**
 就最近嗰次你嘅個人資料被濫用，請問邊個或邊啲機構應該負責呢？

(可選多項, 不要讀出答案)

- | | |
|--|---------------------|
| a) government departments | 政府部門 |
| b) banks | 銀行 |
| c) money lending companies | 財務公司 / 放債公司 |
| d) public hospitals | 公營醫院 |
| e) private hospitals | 私營醫院 |
| f) insurance companies | 保險公司 |
| g) real estate agents | 地產代理 |
| h) property management | 物業管理 |
| i) schools | 學校 |
| j) telecommunication companies | 電訊公司 |
| k) social services organisations | 社會服務機構 |
| l) mass media / journalists | 大眾媒體/記者 |
| m) fitness and beauty centres | 健身及美容中心 |
| n) retail outlets | 零售商店 |
| o) travel agents | 旅行社 |
| p) airlines | 航空公司 |
| q) restaurants/food delivery/catering | 餐廳/外賣送餐/餐飲 |
| r) your employer | 你嘅僱主 |
| s) family members living in the same household | 同住嘅家庭成員 |
| t) friends / classmates / colleagues | 朋友/ 同學/同事 |
| r) neighbours | 鄰居 |
| u) other individuals | 其他人 |
| v) other organisations | 其他組織 |
| x) difficult to say / no opinion / can't remember / don't know | 好難講/冇意見/
唔記得/唔知道 |
| y) refuse to answer | 拒絕回答 |

Q10 Did you make a complaint about this case of your personal data being misused?

就嗰次你嘅個人資料被濫用，你有冇作出過投訴呢？

- | | |
|---|--------------------------|
| a) yes (skip to Q12) | 有(跳至 Q12) |
| b) no | 冇 |
| c) difficult to say / no opinion / don't know (skip to Q12) | 好難講/冇意見/唔記得/唔知道 (跳至 Q12) |

d) refuse to answer (skip to Q12) 拒絕回答 (跳至 Q12)

Q11 What is your main reason for not lodging a complaint?

你有作出投訴嘅主要原因係乜嘢?

- a) cannot afford the time 唔得閒/抽唔到時間
- b) not important enough to spend time on 唔值得花時間投訴
- c) PCPD cannot help 個人資料私隱專員公署不能幫手
- d) troublesome 怕麻煩
- e) don't know where to lodge a complaint 唔知道向邊個機構/部門作出投訴
- f) did not know the right conferred by the law 唔知道法例賦予嘅權利
- g) other reasons, please specify: _____
其他原因·請註明: _ _ _ _ _
- h) difficult to say / no opinion / don't know 好難講/冇意見/唔記得/
唔知道
- i) refuse to answer 拒絕回答

Channels for learning about the Office of the Privacy Commissioner for Personal Data (PCPD) and the effectiveness and trustworthiness of the PCPD

了解個人資料私隱專員公署嘅途徑、其工作效率及可靠程度

Have you been made aware of the work of the Office of the Privacy Commissioner for Personal Data (PCPD) through the following channels?

你有冇曾經透過以下嘅途徑留意過個人資料私隱專員公署嘅工作?

Q.12 mass media (e.g. news on TV, newspaper and radio or advertisements)

大眾媒體 (如電視、報紙及電台嘅新聞或廣告)

- a) yes 有
- b) no 冇
- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q12a advertisements other than mass media (e.g. buses, trains, other advertising panels)

大眾媒體以外的廣告 (如巴士、港鐵/電車及其他廣告板)

- a) yes 有
- b) no 冇

- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q.13 PCPD's publications (e.g. guidance notes, pamphlets, fact sheets and code of practices)

個人資料私隱專員公署嘅刊物 (如指引、小冊子、資訊單張和實務守則)

- a) yes 有
- b) no 冇
- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q.14 PCPD website and social media

個人資料私隱專員公署嘅網站及社交媒體

- a) yes 有
- b) no 冇
- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q.15 PCPD publicity programmes (e.g. seminars, workshops and exhibitions)

個人資料私隱專員公署嘅推廣活動 (例如講座、工作坊及展覽)

- a) yes 有
- b) no 冇
- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q16 Since 2019 there have been numerous examples of doxxing, i.e. where the personal data of individuals was disclosed publicly in order to encourage taking action against those individuals and their families. To what extent do you agree that the PCPD has increased community awareness of personal data privacy issues in this context? Do you strongly agree, agree, disagree or strongly disagree?

從 2019 年起，社會上出現咗大量「起底」例子，即公開個別人士嘅個人資料以鼓吹採取針對呢個人及佢嘅家人嘅行動。你有幾大程度同意，喺呢種情況下，個人資料私隱專員公署有提高社區對個人資料私隱嘅認識？您是否完全同意，同意，不同意或完全不同意？

- a) strongly agree 非常同意
- b) agree 同意

- | | |
|---|-----------------|
| c) disagree | 唔同意 |
| d) strongly disagree | 非常唔同意 |
| e) difficult to say / no opinion / don't know | 好難講/冇意見/唔記得/唔知道 |
| f) refuse to answer | 拒絕回答 |

The Government is currently considering making changes to the Personal Data (Privacy) Ordinance (PDPO). I would like to ask you about five possible changes to the law and the extent to which you support those changes on a scale from [0-10], where 0 means no support at all to 10 means fully support these changes.

政府目前正在考慮對《個人資料(隱私)條例》進行修改。我想問你對五種修改法例嘅可能嘅看法，以及你有幾大程度上支持呢啲修改？以[0-10]表示，其中 0 表示完全不支持，10 表示完全支持這些修改。

You may be aware that Cathay Pacific was hit by a data leak in 2018, affecting about 9.4 million passengers, including passport numbers, email address and credit card data. Cathay did not disclose the breach to the PCPD for more than 6 months after it first identified intrusion to its systems and the PDPO does not currently require notification of data breaches and does not currently have financial penalties for such a breach.

你可能有留意到，國泰航空曾於 2018 年發生資料外洩，有多達 940 萬乘客受影響，涉及的個人資料包括護照號碼，電郵地址和信用卡資料。國泰在首次發現系統被入侵後，有長達六個月沒有向個人資料私隱專員公署通報有關事故；並且目前《個人資料(私隱)條例》沒有規定就資料外洩作出通報，及沒有對資料外洩處以罰款。

How much would you support a change in the law to:

你有幾大程度會支持修改法律以：

Q17a. Require organisations to notify the PCPD of significant data breaches like this?

要求機構將此類重大資料外洩事故通知個人資料私隱專員公署？

- | | |
|-------------------------|------|
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

Q17b. Give the PCPD the power to require customers to be notified of significant data breaches like this?

給予個人資料私隱專員公署有權要求將此類重大資料外洩事故通知客戶？

- | | |
|-------------------------|------|
| a) 0 – 10 | 0-10 |
| b) no idea / don't know | 唔知道 |

c) refuse to answer 拒絕回答

Q18. Include financial penalties in the law for significant data breaches like this?

在法例中規定可對此類重大資料外洩事故處以罰款?

- a) 0 – 10 0-10
b) no idea / don't know 唔知道
c) refuse to answer 拒絕回答

You may be aware of numerous cases of doxxing in the last year. Currently the PCPD does not have power to carry out criminal investigation or initiate prosecution themselves. At present, criminal investigations are conducted by the Police, and prosecutions, if so required, are initiated by the Department of Justice. [if asked, explain that doxxing means where the personal data of individuals was disclosed publicly in order to encourage taking action against those individuals and their families]

你可能有留意到，上年發生了大量「起底」的個案。目前，個人資料私隱專員公署是沒有權力自行進行刑事調查或提起訴訟。現時，刑事調查是由警方進行，如果有必要，則由律政司提出訴訟。[如受訪者詢問，請解釋「起底」的意思是即公開個別人士嘅個人資料以鼓吹採取針對呢個人及佢嘅家人嘅行動。]

How much would you support a change in the law to give the PCPD the power to:

你有幾大程度上支持修改法例以給予個人資料私隱專員公署有權:

Q19a. require the removal of doxxing contents from social media platforms and websites that are under Hong Kong control

要求從受香港控制的社交媒體平台和網站刪除有關「起底」的內容

- a) 0 – 10 0-10
b) no idea / don't know 唔知道
c) refuse to answer 拒絕回答

Q19b require the removal of doxxing contents from social media platforms and websites that are under overseas control (e.g. Facebook and Google)

要求從受海外控制的社交媒體平台和網站刪除有關「起底」的內容 (例如 Facebook 和 Google)

- a) 0 – 10 0-10
b) no idea / don't know 唔知道
c) refuse to answer 拒絕回答

Q20. carry out criminal investigation of significant misuse of personal data like this?

對呢類重大濫用個人資料嘅行為進行刑事調查

- | | |
|-------------------------|------|
| a) 0-10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

Q21. initiate prosecution of significant misuse of personal data like this?

對呢類重大濫用個人資料嘅行為提起訴訟

- | | |
|-------------------------|------|
| a) 0-10 | 0-10 |
| b) no idea / don't know | 唔知道 |
| c) refuse to answer | 拒絕回答 |

What is your opinion on the trustworthiness of the following organisations when handling complaints? Please tell me a number indicating the level of trustworthiness, 0 means that you have no trust and 10 means total trust.

請問你對以下嘅機構嘅處理投訴嘅可信性有咩睇法? 請以 0 至 10 分來表示可信程度, 0 分代表你完全唔信任, 而 10 分代表完全信任

Q22. **Competition Commission** **競爭事務委員會**

- | | |
|-------------------------|------|
| a) 0-10 | 0-10 |
| b) difficult to say | 好難講 |
| c) no idea / don't know | 唔知道 |
| d) refuse to answer | 拒絕回答 |

Q23. **Consumer Council** **消費者委員會**

- | | |
|-------------------------|------|
| a) 0-10 | 0-10 |
| b) difficult to say | 好難講 |
| c) no idea / don't know | 唔知道 |
| d) refuse to answer | 拒絕回答 |

Q24. **Hong Kong Police Force** **香港警務處**

- | | |
|-------------------------|------|
| a) 0-10 | 0-10 |
| b) difficult to say | 好難講 |
| c) no idea / don't know | 唔知道 |
| d) refuse to answer | 拒絕回答 |

Q25. **The Ombudsman Hong Kong** **香港申訴專員公署**

- | | |
|---------------------|------|
| a) 0-10 | 0-10 |
| b) difficult to say | 好難講 |

- c) no idea / don't know 唔知道
- d) refuse to answer 拒絕回答

Q26 Equal Opportunities Commission 平等機會委員會

- a) 0 – 10 0-10
- b) difficult to say 好難講
- c) no idea / don't know 唔知道
- d) refuse to answer 拒絕回答

Q27 Independent Commission Against Corruption 廉政公署

- a) 0 – 10 0-10
- b) difficult to say 好難講
- c) no idea / don't know 唔知道
- d) refuse to answer 拒絕回答

**Q28. Office of the Privacy Commissioner for Personal Data 個人資料私隱
 專員公署**

- a) 0 – 10 0-10
- b) difficult to say 好難講
- c) no idea / don't know 唔知道
- d) refuse to answer 拒絕回答

Privacy / security concerns about transactions on the Internet

關於喺互聯網上交易嘅私隱/安全問題

Q29 Google currently offers Internet search and basic email services for free in return for showing you advertising which is targeted based on the information Google collected and analysed from your previous search and email behaviour. If Google was to offer comparable services of search and email, but without using any of your personal data for advertising, how willing would you be to pay HK\$20 per month for this, on a scale from 0-10 where 0 means I certainly would not use it and 10 means I certainly would be willing to pay this amount.

現時 Google (即“谷歌”)為用戶免費提供互聯網搜尋及基本電郵服務，同時收集用戶過往嘅搜尋及電郵行為資料作出分析，從而顯示出相關嘅廣告。假如 Google 提供相類似嘅搜尋及電郵服務，你會有幾願意每月支付港幣 \$20，以換取 Google 唔再使用你嘅個人資料嚟賣廣告？請你用 0-10 分來

表示，0 分表示我肯定唔會使用，而 10 分表示這刻我肯定願意支付。

- a) 0-10
- b) never use Internet or email service 從來唔用互聯網或電郵服務
- c) difficult to say / no opinion / don't know 好難講/冇意見/唔記得/唔知道
- d) refuse to answer 拒絕回答

Q30 How often do you normally use Facebook?

你一般有幾經常使用 Facebook?

- a) ever registered Facebook account but no longer use 曾經有 Facebook 帳戶
但不再使用
- b) rarely 很少
- c) less than weekly 少於一星期一次
- d) at least weekly but less than daily 一星期至少一次但少於每天一次
- e) at least daily 至少每天一次
- f) no Facebook account (skip to Q35) 從來都冇 Facebook 帳戶 (跳至 Q35)

Q31. Are you aware that there are privacy settings in Facebook?

你有冇留意到 Facebook 係有私隱設定?

- a) yes 有
- b) no (skip to Q34) 冇(跳至 Q34)
- c) refuse to answer 拒絕回答

Q32 Have you ever checked the privacy settings in Facebook?

你有冇曾經檢查過 Facebook 嘅私隱設定?

- a) yes 有
- b) no (skip to Q34) 冇(跳至 Q34)
- c) refuse to answer 拒絕回答

Q33 Have you ever changed the privacy settings in Facebook?

你有冇曾經改變 Facebook 嘅私隱設定?

- a) yes 有
- b) no 冇
- c) refuse to answer 拒絕回答

We are interested in how you choose the privacy settings in Facebook to balance your social life versus privacy of you and friends.

我們想了解，你為左平衡你嘅社交生活同你和朋友嘅私隱，你會點樣喺 Facebook

內選擇私隱嘅設定

Q34a For photos you put on Facebook to show who you are with or where you are, which sharing option do you usually choose:

對於你張貼喺 Facebook 上顯示你同邊個一齊或你喺邊度嘅相片，你通常會選擇以下哪個分享選項：

- a) Open to all Facebook users 向所有 Facebook 用戶公開
- b) Open to friends of Facebook friends 向 Facebook 內朋友嘅朋友公開
- c) Open to Facebook friends only 只向 Facebook 內嘅朋友公開
- d) Open only to those in the picture with you 只向相中與你一起嘅人公開
- e) Never share photo on Facebook 從不在 Facebook 分享相片
- f) Don't know or refuse to answer 唔知道/拒絕回答

Q34b For posts you put on Facebook to show your personal opinions, which sharing option do you usually choose:

對於你張貼喺 Facebook 上顯示你嘅想法嘅帖文，你通常會選擇以下哪個分享選項：

- a) Open to all Facebook users 向所有 Facebook 用戶公開
- b) Open to friends of Facebook friends 向 Facebook 內朋友嘅朋友公開
- c) Open to Facebook friends only 只向 Facebook 內嘅朋友公開
- d) Never share any posts / opinions to show my personal opinions on Facebook 從不在 Facebook 轉載/發表有關我想法嘅帖文或意見
- e) Don't know or refuse to answer 唔知道/拒絕回答

Q35 Do you use a smartphone at all (i.e. phone with Internet access and apps)?

你有冇使用智能手機 (即係可以上網同可以使用應用程式嘅手機)

- a) yes 有
- b) no (skip to Q40) 冇(跳至 Q40)
- c) no idea (skip to Q40) 唔知道 (跳至 Q40)
- d) refuse to answer (skip to Q40) 拒絕回答 (跳至 Q40)

Q36 Do you have any of Whatsapp/WeChat/ Facebook Messenger/ Line/Viber/ Telegram installed on a smartphone you use (i.e. apps for direct messaging friends or family)?

你所使用嘅智能手機有冇安裝 WhatsApp/ Facebook Messenger/微信/ Line/ Viber/ Telegram(即係可以同朋友或者家人直接通訊嘅應用程式)

- a) yes 有

- b) no (skip to Q40) 冇 (跳至 Q40)
- c) no idea (skip to Q40) 唔知道 (跳至 Q40)
- d) refuse to answer (skip to Q40) 拒絕回答 (跳至 Q40)

Q37 Did you install any of those apps yourself?

呢啲應用程式係唔係你自己安裝?

- a) yes 是
- b) no 否
- c) no idea 唔知道
- d) refuse to answer 拒絕回答

Q38 Were you aware that these apps access all of your contacts on your phone?

你知唔知道呢啲應用程式會查閱你電話上所有聯絡人嘅資料?

- a) yes, I know 知道
- b) no, I don't know 唔知道
- c) refuse to answer 拒絕回答

Q39 How much of a privacy problem do you think this practice of accessing all your contacts is? Please use a number between 0 and 10 where 0 means it is no problem at all and 10 means seriously invasions of privacy.

你認為查閱你所有聯絡人資料嘅做法會有幾大嘅私隱問題? 請用 0 至 10 分來表示, 0 分代表冇侵犯私隱, 而 10 分代表嚴重侵犯私隱。

- a) 0 – 10 0-10
- c) no idea / don't know 唔知道
- d) refuse to answer 拒絕回答

Demographics: 背景

The following questions are about your personal data for analysis purposes only.

以下問題是關於你嘅個人資料並只會用作分析用途

Q40. Record the respondent's gender

記錄被訪者嘅性別

- a) male 男
- b) female 女
- c) refuse to answer 拒絕回答

Q41. How old are you [record 5 year age group]?

請問你嘅年齡係?

- a) 18-19
- b) 20-24
- c) 25-29
- d) 30-34
- e) 35-39
- f) 40-44
- g) 45-49
- h) 50-54
- i) 55-59
- j) 60-64
- k) 65-69
- l) 70 or above 70 歲或以上
- m) Refuse to answer 拒絕回答

Q42. What is your education level?

請問你嘅教育程度係?

- a) primary or below 小學或以下
- b) secondary 中學
- c) tertiary or above 專上或以上
- d) refuse to answer 拒絕回答

Q43. What is your normal monthly personal income (read out the income brackets if necessary)?

請問你每月嘅個人收入大約係? (如有需要可讀出收入範圍)

- a) no income 冇收入
- b) under \$2000 少於 \$2000
- d) \$2000 – \$3999 \$2000 - \$3999
- e) \$4000 – \$5999 \$4000 - \$5999
- f) \$6000 – \$7999 \$6000 - \$ 7999
- g) \$8000 – \$9999 \$8000 - \$ 9999
- h) \$10000 – \$14999 \$10000 - \$14999
- i) \$15000 – \$19999 \$15000 - \$19999
- j) \$20000 – \$29999 \$20000 - \$29999
- k) \$30000 – \$49999 \$30000 - \$49999
- l) \$50000 and over \$50000 或以上
- m) difficult to say / no opinion / don't know 好難講/ 冇意見/ 唔知道
- refuse to answer 拒絕回答

Thank you for answering the questions, goodbye

問卷已完成 · 多謝 · 拜拜 ·

End of Questionnaire 問卷完